

# THE Publishers' Weekly

*The American Book TRADE JOURNAL*



VOL. CXXVIII

SEPTEMBER 7, 1935

NO. 10

— the novel —

**Ellen Glasgow's VEIN OF IRON**

— the autobiography —

**William Seabrook's ASYLUM**

— the non-fiction bestseller —

**Anne Morrow Lindbergh's NORTH to the ORIENT**

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Editorial and General Offices, 62 W. 45th St., New York, N.Y. Subscription \$5; Canada \$7.50;  
Foreign \$6; 15c a copy. Entered as second-class matter at the Post Office at Camden, N.J.  
Copyright 1935 by R.R. Bowker Co.

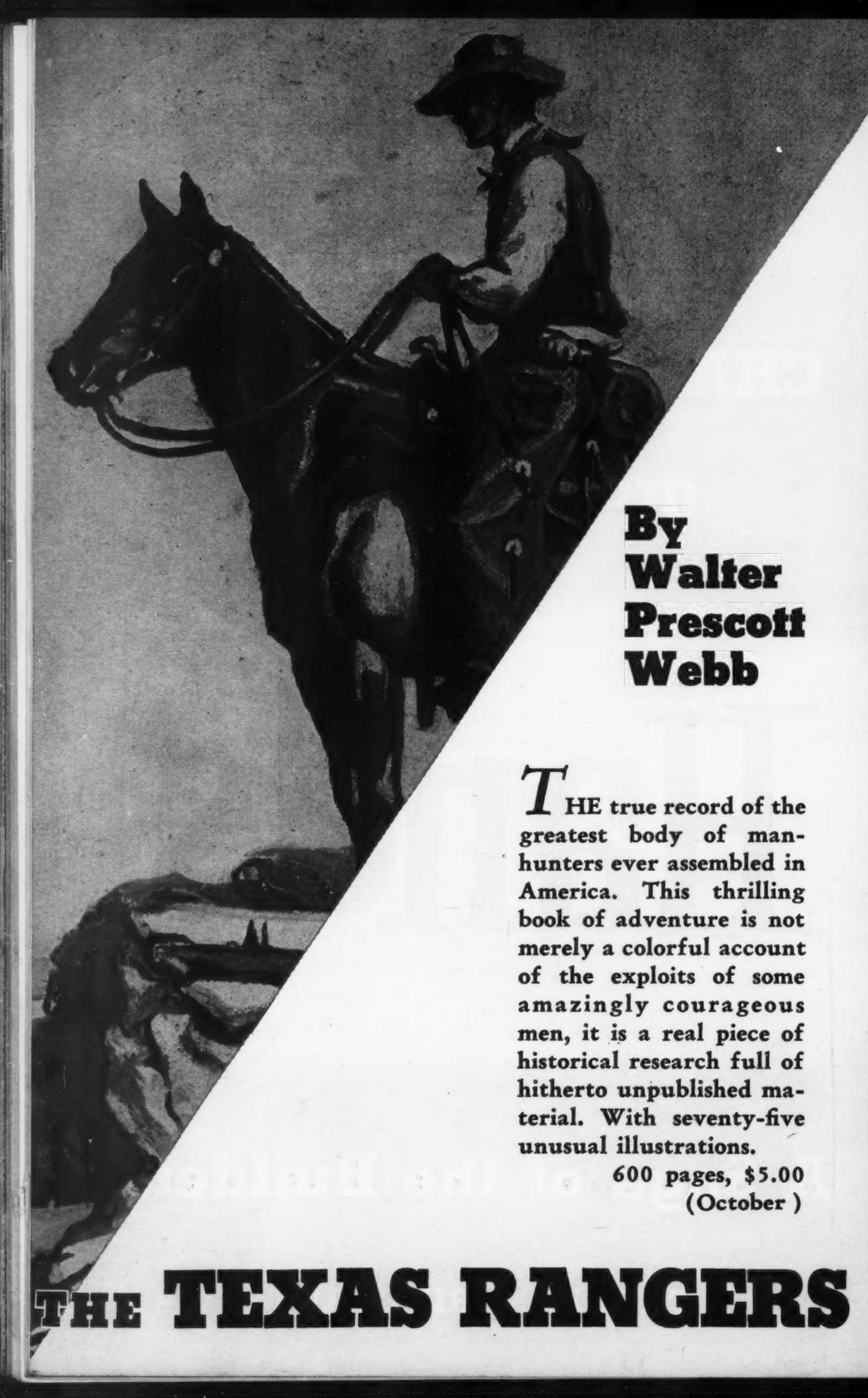
**On October 21st,  
we will publish**

**CHARLES G. NORRIS'  
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**A Saga of the Builders**

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**By  
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Webb**

**T**HE true record of the greatest body of man-hunters ever assembled in America. This thrilling book of adventure is not merely a colorful account of the exploits of some amazingly courageous men, it is a real piece of historical research full of hitherto unpublished material. With seventy-five unusual illustrations.

600 pages, \$5.00  
(October)

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PRODUCTION MUSEUM COMPANY

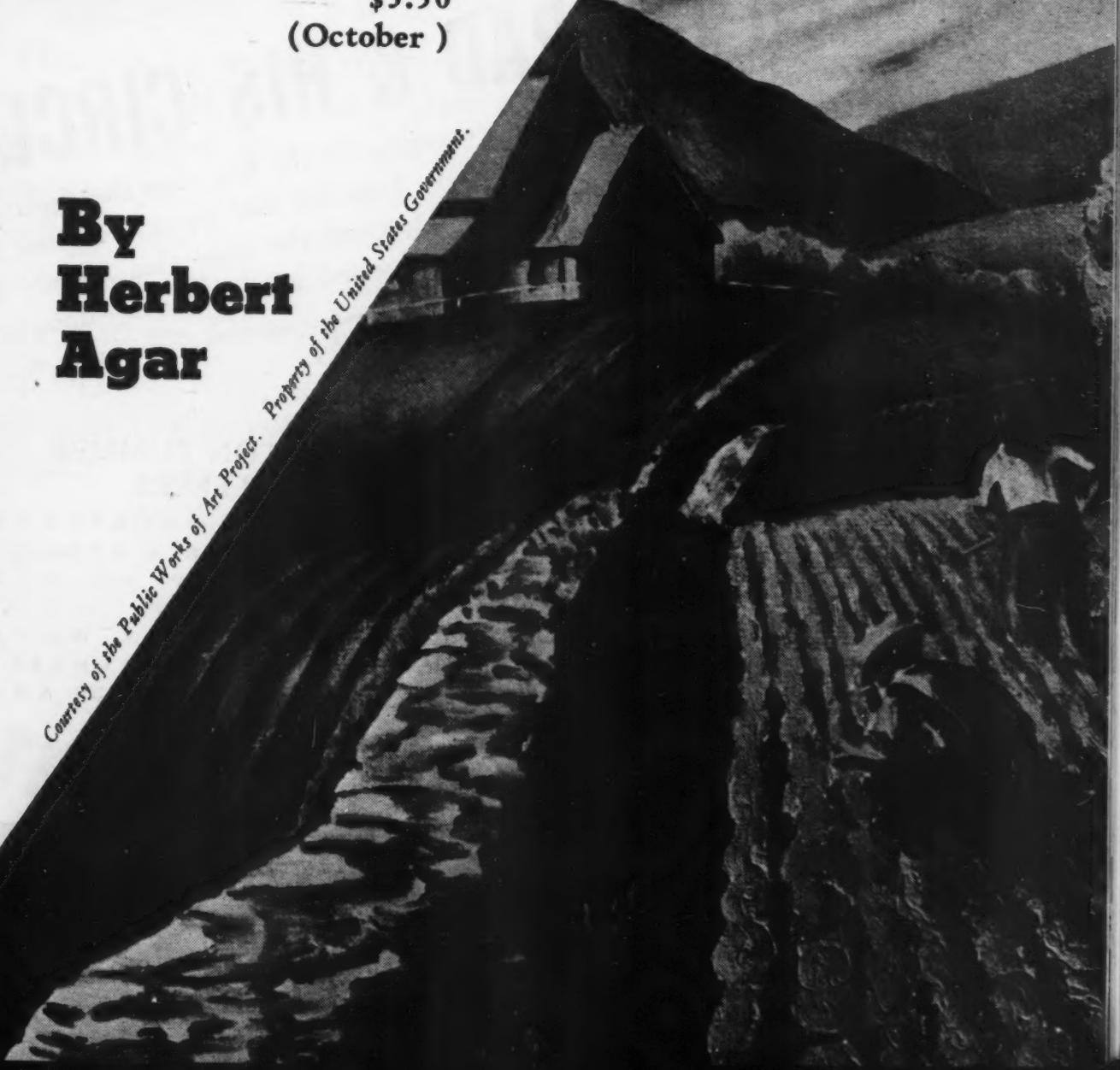
# LAND OF THE FREE

A WITTY and provocative survey of present-day America and the problem of her future by the author of "The People's Choice" (winner of the Pulitzer Prize in History), which Allen Tate characterized as "the most remarkable popular history that has been written in America." Lavishly illustrated by some of the leading American artists of today.

\$3.50  
(October)

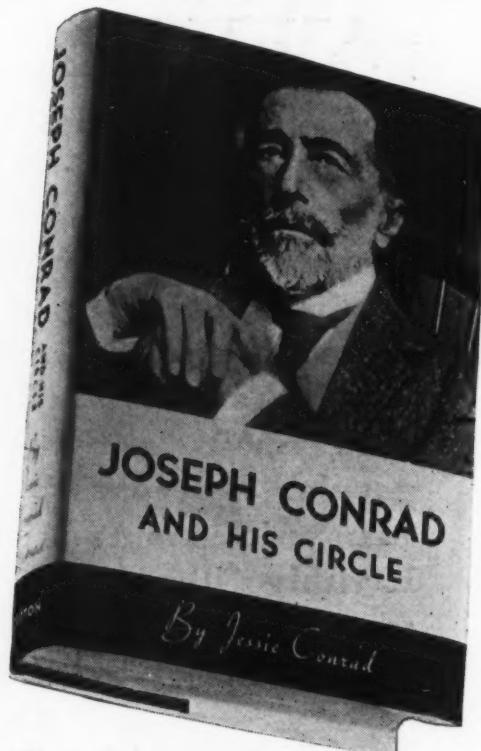
By  
**Herbert  
Agar**

Courtesy of the Public Works of Art Project. Property of the United States Government.



## NUMBER 1 OF THIS SEASON'S "MUST" BOOKS

**B**ooksellers and Librarians, after a careful study of our Fall Catalog, selected eleven books which they felt they MUST have, no matter how small the store or library. (See complete list below.)



## JOSEPH CONRAD & HIS CIRCLE

*By Jessie Conrad.* A fascinating book, revealing for the first time the depths of the immortal Conrad's character that have been till now concealed from the world, known only to his wife. Here is Conrad the man—his friends and enemies, his moods of melancholy, his foibles and idiosyncrasies—done with startling frankness. (*Should be one of the most widely read and discussed non-fiction books of the year.*)

Out September 10th—\$3.75



### THE OTHER TEN "MUST" BOOKS ARE—

NANGA PARBAT ADVENTURE  
AWAKEN YOUR SLEEPING BEAUTY  
MEN AND GODS IN MONGOLIA  
BROWNSTONE FRONTS & Saratoga Trunks  
MID-ICE • • I TAKE IT BACK  
RUBBER TRUNCHEON  
ONE AGAINST ENGLAND  
HUMANITIES • • SUNLIGHT KID



### DUTTON SUMMER BEST-SELLERS

THREE ENGLISHMEN  
50 YEARS A SURGEON  
THE MAP OF DAYS  
MAN OF ARAN  
LIVES OF A WOMAN  
MILNE \$1 JUVENILES  
S.E. OF ZAMBOANGA

*Our entire Fall list consists of 78 titles, of which 8 are Juveniles, 3 are de Luxe Dollar Reprints, many are beautifully illustrated books, etc. All are fully described in our new Fall Catalog and our new Children's Catalog. May we send you a copy of each?*

E. P. DUTTON & CO., INC., PUBLISHERS, NEW YORK

# DOROTHY PARKER SAYS:

Miss Parker has written a foreword for **THUNDER OVER THE BRONX** by Arthur Kober which, as you will remember, will be published Sept. 24th, price \$2, and—lest you forget—illustrated by Hoff. We quote from it:

[*Simon and Schuster*]

**"I**N the annals of such as the Grosses, there are no trivia. Everything is tremendous, and most things are terrible. There is none of this taking events in your stride, none of your nonsense about stiff upper lips, and tails up, and all that. Nothing in life is too small to warrant a roar and a moan. In the tongue of Hollywood, where Mr. Kober for some years has been occupying an individual wailing-wall, they take it big.

There is little good in warning you against the strange, sing-song music of "Thunder Over the Bronx"; you will get it in your head, and there it will stay. And you might as well know now that, stern metal though you be, you cannot keep from reading these pages aloud—even if, with some remaining wisp of decency, you do so in the double-locked privacy of your room.

It is to me far better than being presented with the key to any city to have for my very own these chronicles compact between two covers."



# THUNDER OVER THE BRONX

By ARTHUR KOBER

Reproduction of survey advertisement on U.S. CAMERA  
1935 that appeared in  
LETTERS, Aug. 5, 1935.

# LET ALL READERS OF LETTERS

# suppose

1. That photography, which has been one of LETTERS chief interests, be presented in an American annual. (Name, let us say, "U. S. Camera.")
2. That this annual contain the work of leading American photographers. (To wit: Steichen, Bruehl, Genthe, Bourke-White, Lohse, Hiller, Rittase, Aikins, Ruzicka, Toch, etc.)
3. That the pictures cover these fields: Illustration, Portraiture, Pictorial, Miniature Camera, Scientific, Aerial, News, and Motion Pictures
4. That it contain the best in color photography—the work of Steichen, Bruehl, Hesse, Muray, Genthe, and others.
5. That the pictures be selected by this Committee: Steichen, Hiller, Martin, Lohse, Genthe, Bruehl, Agha, Brodovitch, Treacy.
6. That the book be printed in the best photographic reproduction process in America; that the ultimate aim be the finest book of its kind.
7. That it be limited to one picture from each photographer and contain over 225 pictures—over 250 pages.
8. That it be a picture book with a minimum of text and a maximum of pictures.
9. That it be not an expression of movement nor a portrayal of times past in photography, but a current review.
10. That it sell for the same amount as a good novel.

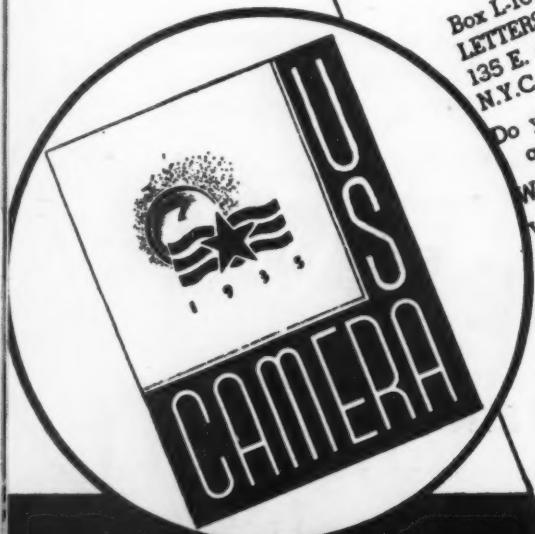
► Let all readers of LETTERS suppose this book to be a work in progress. How many readers of LETTERS would like to see such a book? (It should be 9"x12" in size.) How many would buy such a book? (It should sell for \$2.75.)

## REPLIES 735

Box L-100  
LETTERS  
135 E. 42nd St.  
N.Y.C.

Do you favor the publication of the photographic annual described?  
Would you consider purchase?  
Would you purchase?  Yes  
Name and Address are optional:  
Name .....  
Address .....

688



# LET ALL READERS OF PUBLISHERS' WEEKLY KNOW

---

1

That 735 subscribers took time to write letters or send coupons in answer to the survey advertisement reproduced from LETTERS on the opposite page . . . That this remarkable response from a 30,000 circulation represents the vast interest in—the equally great market for—**U. S. CAMERA 1935** . . . That 688 persons said they would purchase . . . That more than 85 persons directed us to consider their answers as definite orders (which we pass on to you) when all we asked was their opinion.

2

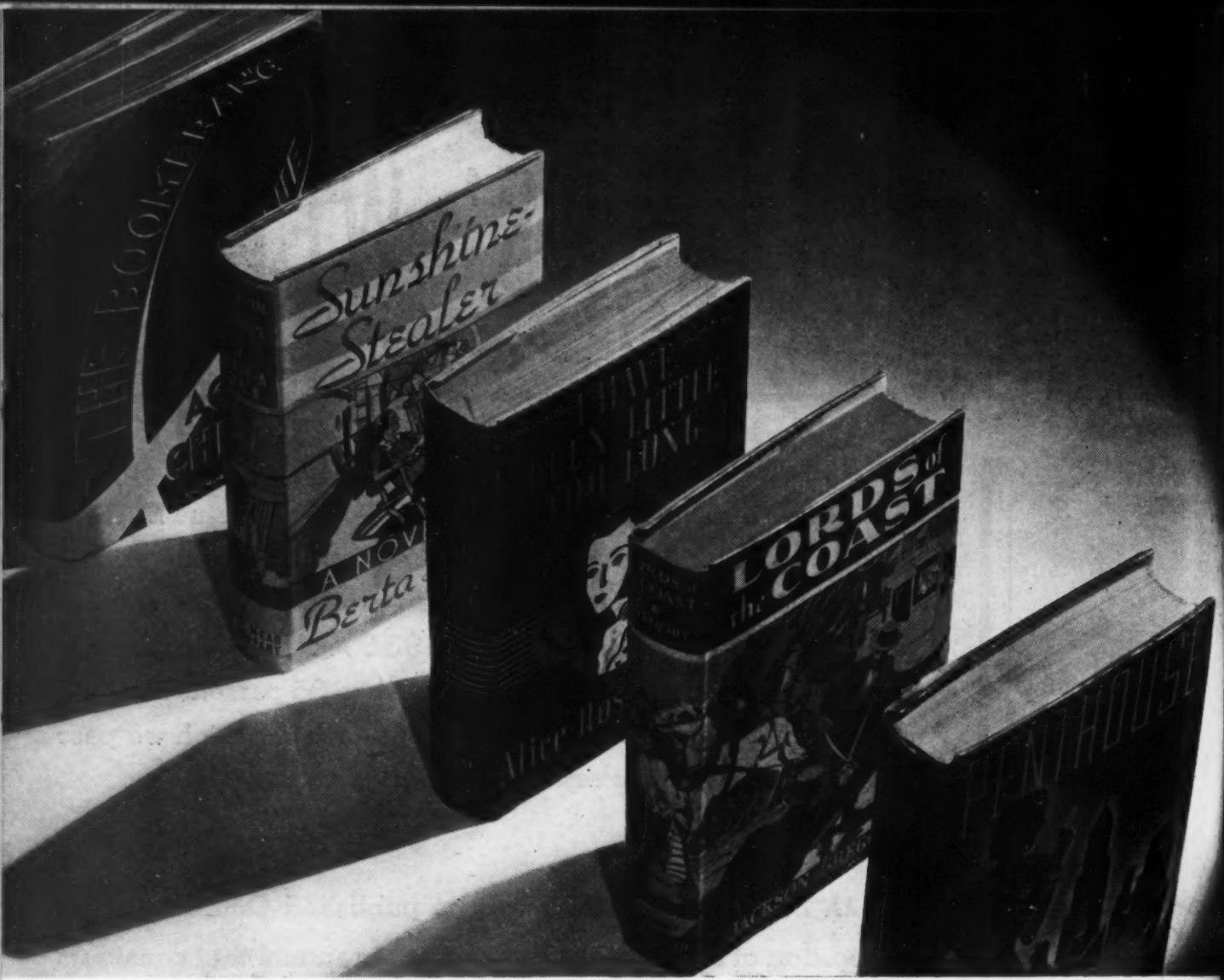
That **U. S. CAMERA 1935** will be published October 2—the first edition of an American photographic annual that considers the curiosity of the photographic fan, as well as presenting to him an unsurpassed review of recent American photography, by both amateurs and professionals . . . That the invaluable index lists technical points concerning the actual "shooting" of the pictures.

3

That \$2,500 is the initial advertising appropriation for **U. S. CAMERA 1935** . . . That outside experts and photographers whom we have consulted have described the book as the finest photographic annual produced anywhere . . . That the printing is 10,000 copies . . . that comparable European annuals sell from \$6 upwards . . . That the price of **U. S. CAMERA 1935** is \$2.75 . . . That this book is this Fall's unique selling opportunity.

## WILLIAM MORROW & COMPANY

386 FOURTH AVENUE, NEW YORK CITY



## *Dependable DODD, MEAD Fiction Sellers*

TO BE PUBLISHED SEPTEMBER 18TH

### **Agatha Christie**

### *The BOOMERANG CLUE*

A new detective story with a smashing surprise ending—by the author who never lets you down in sales. A baffling murder, a bewildering pursuit and a dramatic finish! \$2.00

### **Berta Ruck**

### *SUNSHINE STEALER*

Recommend it to your customers who want a gay, carefree novel which will entertain and satisfy. One of the cheeriest books this popular author has written. \$2.00

### **Alice Ross Colver**

#### *I HAVE BEEN LITTLE TOO LONG*

Her best novel to date! A shrewd study of a woman who escaped from the restrictions and responsibilities of marriage—and found that divorce offered something she had not expected. \$2.00

### **Jackson Gregory**

### *LORDS OF THE COAST*

A lively adventure-romance of the days of "New Spain" when California was still a fabulous, unsettled land. \$2.00

### **Arthur Somers Roche**

### *PENTHOUSE*

A past master of the dynamic, rapid-fire tale of ruthless gangsters and chorus girls—of Park Avenue and the side alleys of Broadway. \$2.00

**DODD, MEAD AND COMPANY**

# Don Blanding's

NEW BOOK OF VERSE

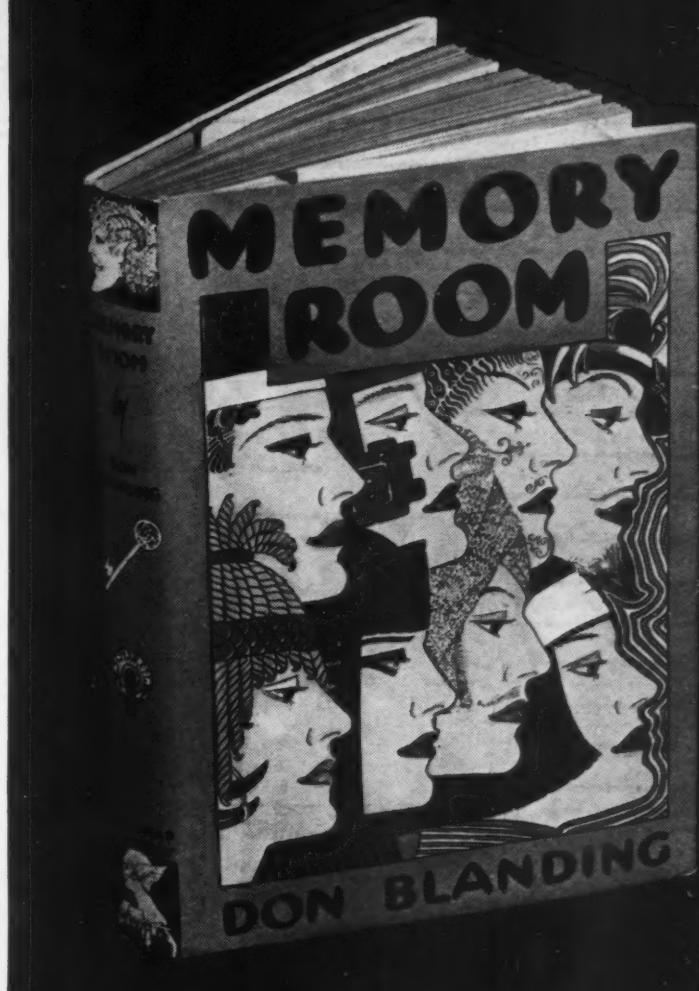
## MEMORY ROOM

A new volume of verse which will capture the hearts of his many thousands of readers. Packed with illustrations by the author. *To be published September 18th.*

\$2.00

By the same author:

Vagabond's House	Cloth	
	16th Printing	\$2.00
Vagabond's House	Leather	\$3.00
Songs of the Seven Senses		
	7th Printing	\$2.00
Let Us Dream	3rd Printing	\$2.00
Hula Moons	4th Printing	\$3.00



THE LATEST BOOK IN THE

*American Political Leaders Series*

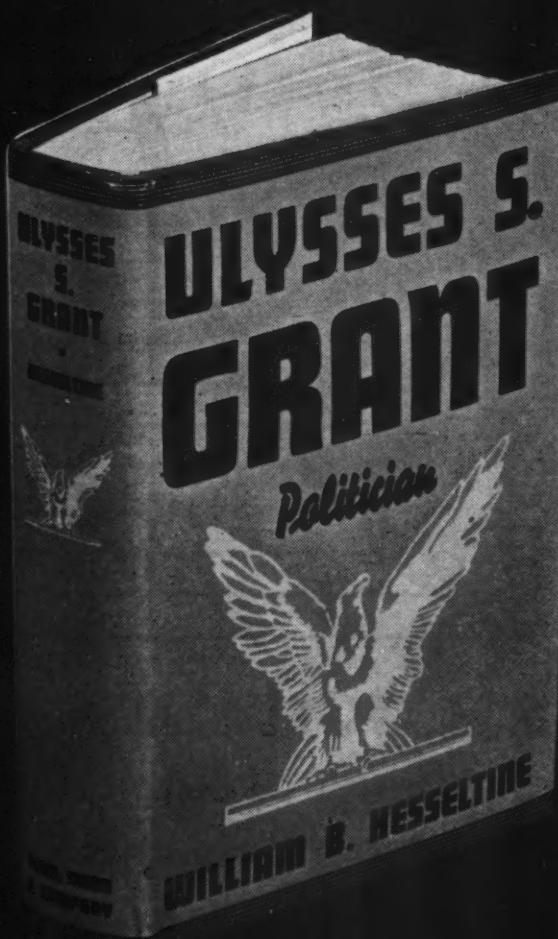
## ULYSSES S. GRANT

*Politician*

By WILLIAM B. HESSELTINE

A new volume in the *American Political Leaders Series* which begins with the end of the Civil War and pictures in dramatic detail the most lurid period in our national history. With many illustrations. *To be published September 18th.*

\$4.00



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# BLOOD RELATIONS

PHILIP GIBBS

*A Novel of Two Countries and  
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The author of **EUROPEAN JOURNEY** has written a profoundly moving novel of human and racial relations — an ironic tragedy that is perhaps his greatest adventure in fiction. Price \$2.50

DOUBLEDAY, DORAN

# Sinclair Lewis

has delivered to us  
the complete mss.  
of his new novel,

**IT CAN'T HAPPEN HERE**

Publication date  
will be Monday,  
October 21. Price \$2.50

**DOUBLEDAY, DORAN**

# ANTHONY ADVERSE

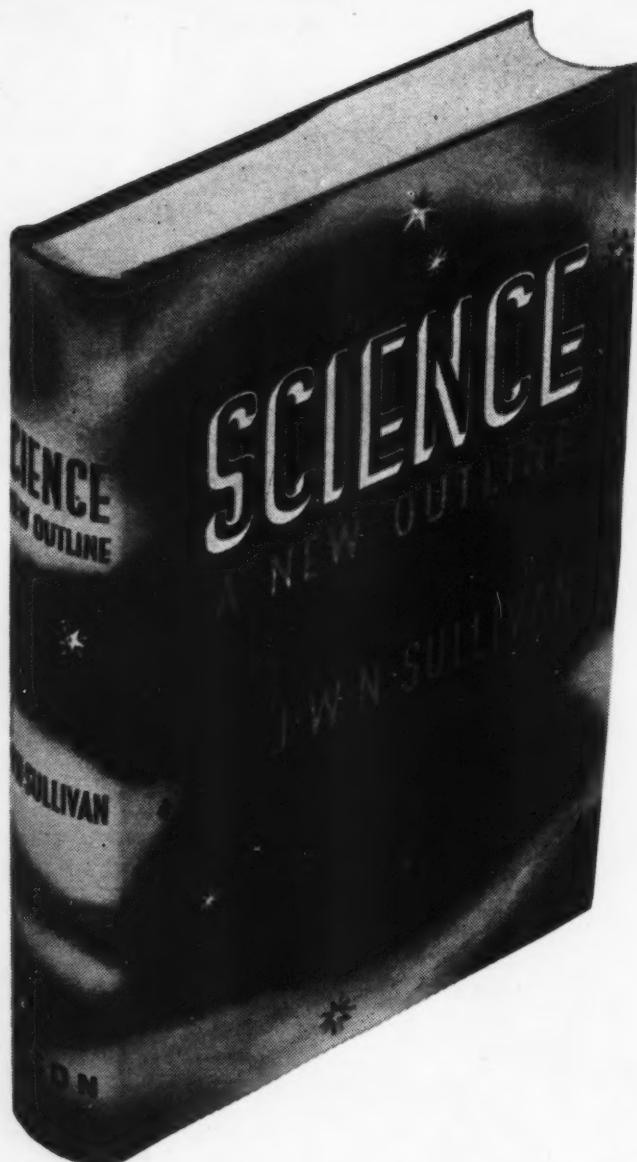
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New advertising

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just a new edition ... a complete  
republication! Write for our spe-  
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and simply  
explained  
in  
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*By J. W. N. Sullivan*

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**DEMOCRATIC GOVERNMENTS IN EUROPE**

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A scholarly and readable analysis of French, English and Swiss democratic governments. A companion volume to *New Governments in Europe*. \$2.50

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*By Richard T. Ely and Frank Bohn*

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COLUMBIA UNIVERSITY PRESS

*Announces*

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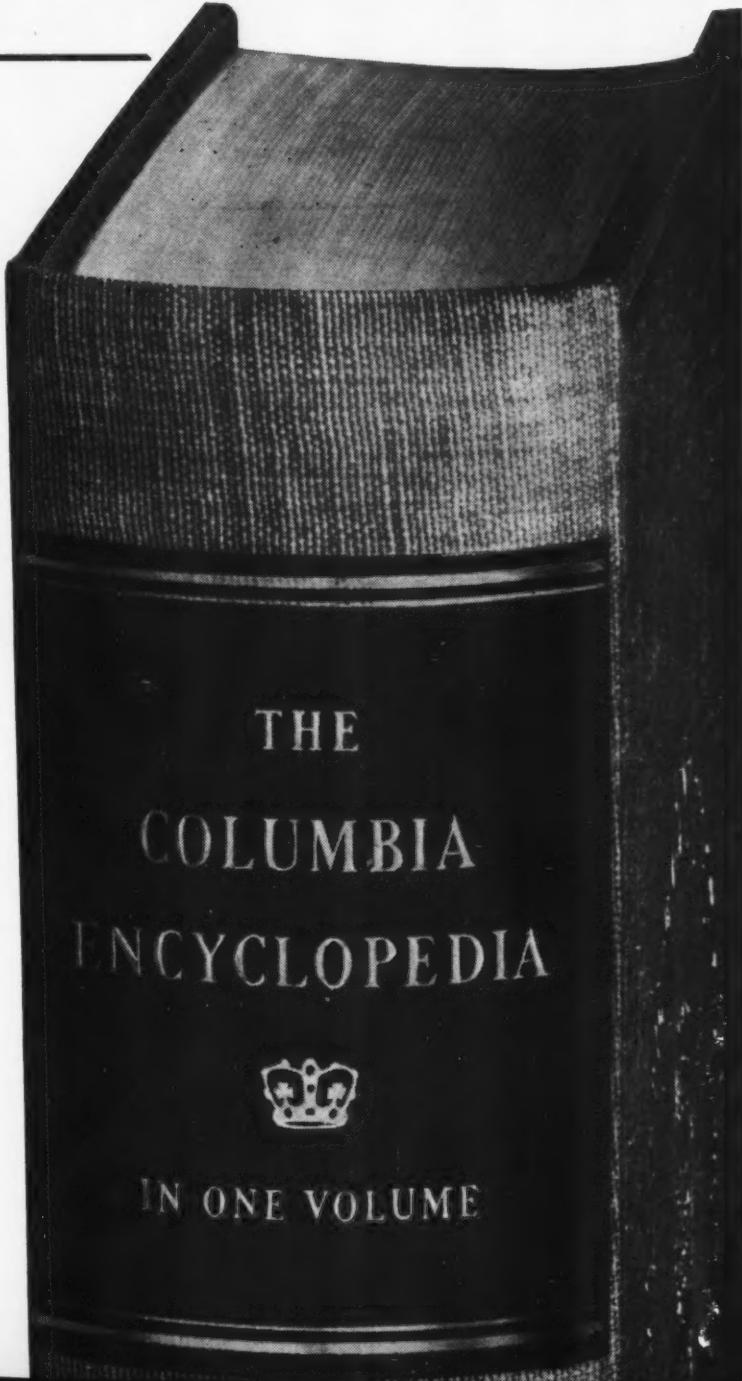
## SELL IT TO YOUR CUSTOMERS NOW

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COLUMBIA UNIVERSITY PRESS  
New York City

*Coming September 7th.* two  
popular priced editions of  
a great American classic

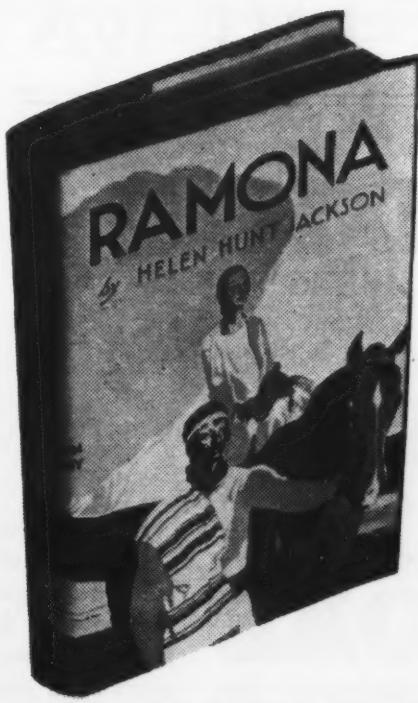


# RAMONA

by HELEN HUNT JACKSON



THIS romantic story of the famous Indian lovers Ramona and Alessandro is a sympathetic study of western life among a humble people...the Mission Indians of Southern California. Published in 1884 as an indignant protest against the white people's injustice and greed in depriving the Indians of their homeland, it has since run through 135 printings, there have been 3 film versions, innumerable plays and pageants, and a popular song. Though published over fifty years ago it is still selling at the rate of many thousands of copies a year, and at full price! Now it is being released for the first time in a popular reprint edition at 75 cents, and the beautiful de luxe edition is available at \$2.50. See the opposite page for descriptions.



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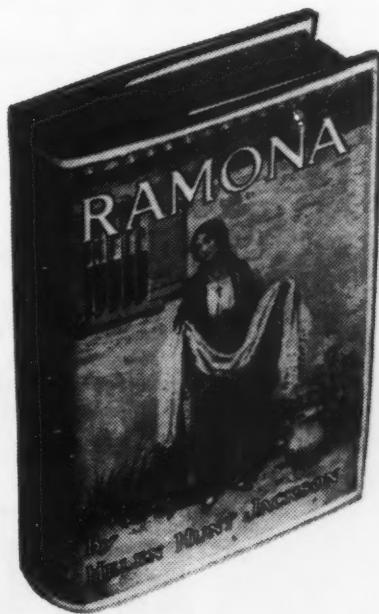
It is beautifully illustrated in color and in black-and-white by that distinguished artist Herbert Morton Stoops.

It is printed in large clear type on a fine quality laid paper, with colored end sheets, durable cloth binding stamped in two colors, and has a four-color wrapper. Octavo, library size, 447 pages.

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We waited many years to make  
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## POPULAR REPRINT

75c

GROSSET & DUNLAP  
1140 BROADWAY, NEW YORK

Hillman-Curl, Inc., FALL 1935

## DIET AND DIE

By CARL MALMBERG

Are you trying to reduce? Then you must read  
DIET AND DIE. It was written for you.

A startling exposé of the diet fads and medicinal frauds  
which are ruining the health of thousands of people in  
their attempt to become unnaturally thin. \$1.50

*Publication Date October 8th.*

## ROCKY ROAD TO JERICHO

By FRANK CHESTER FIELD

The rise of Mormonism is a fascinating chapter in the  
development of America. Against its panoramic back-  
ground is told this sincere story of faith and frustration.

\$2.50

*Publication Date October 8th.*

## BLACK EARTH

By THOMAS ROWAN

A coward could not have written this book; a weak-  
ling could not even read it.

A realistic story of the coal mines and of the men who  
go into the bowels of the earth for their daily bread.  
Written by an author who was born, grew to manhood,  
worked, and fought with the people he describes. \$2.50

*Publication Date October 15th.*

## PANORAMA

By AN UNKNOWN NOVELIST

Life's pilgrimage and what it meant to one man.

Francis Isles, in the London Daily Telegraph says: "If  
PANORAMA is not a masterpiece then I do not know  
what a masterpiece can be. This book is a 'document'  
just as *The Way of All Flesh* and *The Diary of a Disap-  
pointed Man* are documents." \$2.50

*Publication Date November 5th.*

HILLMAN • CURL • INC. • NEW YORK

Please excuse the  
informality of this  
method of announcing  
our first list, but we  
felt that you would be  
much more interested  
in what we are going  
to do for our books  
than in what we say  
about our books.

Here is the adver-  
tisement which will  
run in the New York  
Times and New York  
Herald Tribune, Sun-  
day Book Review Sec-  
tions, on November  
24th, December 1st,  
December 8th and  
December 15th. The  
same advertisement  
will appear on Decem-  
ber 7th in the Chicago  
Tribune, and the Los  
Angeles Times, and in  
the Boston Herald  
Traveler on December  
4th.

Each book will, of  
course, be promoted  
separately with appro-  
priate newspaper ad-  
vertising immediately  
after publication. The  
list advertising above  
outlined is the mini-  
mum. Additional list  
advertising will, of  
course, be placed de-  
pending upon sales  
and reviews.



E ARE now the publishers of the two earlier books of JOHN STEINBECK, *The Pastures of Heaven*, and *To a God Unknown*. It was on the strength of these books that John Steinbeck's work was sought by collectors, although not until *Tortilla Flat* was published did he become a national best-seller. Both of his earlier books will delight any reader of *Tortilla Flat*, and we believe that in issuing new editions on September 9th we are presenting the booksellers of this country with a splendid opportunity for plus-sales.

---

*The books of JOHN STEINBECK:*

THE PASTURES OF HEAVEN 12 mo, 325 pages, \$2.50

TO A GOD UNKNOWN 12 mo, 325 pages, \$2.50

TORTILLA FLAT 12 mo, 320 pages, \$2.50

Fifth large printing and steadily climbing on all national best-seller lists.

*to be published in January:*

*a new novel . . . IN DUBIOUS BATTLE* \$2.50

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knows a first-class book when  
she sees one. Read what she says:



*This is*  
VIVIENNE DE WATTEVILLE  
*author of*

# Speak to the Earth

*Adventures Among Elephants and Mountains*  
Illustrated, \$3.00 SEPT. 23

"I COUNT myself privileged to have been the first to walk with you in your wild places . . . and invite others to share my delight." From the preface, by EDITH WHARTON, to SPEAK TO THE EARTH.

Because Vivienne de Watteville preferred to take phonograph records and a bookcase, instead of weapons, into the big game country of East Africa . . . Because she believes that Androcles was the most fortunate of mortals, and regrets that she never met a lion with a thorn in its paw . . . Because she writes sensitively and emotionally about Nature, but with provocative common-sense about her place in it—we nominate SPEAK TO THE EARTH as the most unusual book of its kind ever to be published. Speak of charm and sheer delight! . . . you will place this book with Dr. Beebe's *Jungle Peace* and Ernest Thompson Seton's *Wild Animals I Have Known*.

Copies of a brochure, containing an exciting chapter of SPEAK TO THE EARTH and the preface by EDITH WHARTON will be sent to the trade on request, as long as our supply lasts. Write for one today.

HARRISON SMITH and ROBERT

*You can sell  
this biography to  
readers of:*

MARIE ANTOINETTE  
NAPOLEON  
A MAN CALLED  
CERVANTES

*Recently Chosen Book-of-the-Month by the  
English Book Society*

# The Angel of the Assassination

CHARLOTTE DE CORDAY

A biography by JOSEPH SHEARING  
author of "The Spider in the Cup" and "Moss Rose"

Illustrated, \$2.75, SEPT. 30

EVERYONE knows that on a summer afternoon in 1793 a young and beautiful woman stabbed Marat, the most formidable demagogue of the French Revolution, as he lay in his bath of disinfectant, eating a plate of sheep's brains.

But few really know what made her do it. How could Charlotte de Corday, who had spent seven years in preparation for the Veil, enter the room of a man she had never seen, with a knife in her hand and murder in her heart?

Readers who are interested in curious sidelights of history, in blood and thunder novels of action, in the strange psychology of a woman murderer, or in the horror of bloody revolution will find this book not only exciting reading, but a valuable addition to their libraries. It is the first volume that tells in English the whole amazing story of Corday, and in addition includes the stories of Marat and Adam Lux—three people, total strangers, whose deeds destroyed each other.



HAAS, 17 E. 49 ST., N.Y.C.

In Canada: Geo. J. McLeod, Ltd.

*Lothrop Announces for September 9—*



# RUSSIA LAUGHS

by Mikhail Zostchenko

*Translated from the Russian by Helena Clayton*

With a Foreword by

Whit Burnett

FORTY-NINE ironic, entertaining stories  
of the contemporary Russian scene: a clinical observation by a brilliant  
young writer who has been called "the Will Rogers of Russia." In  
showing the kinship of Zostchenko's writing with that of Chekhov,  
Gorki, and Dostoevski, Whit Burnett says: "He writes out of a full aware-  
ness of the social *milieu* around him . . . its value and defects . . .  
one of the most widely read writers in Russia."

\$2.00

## LITERATURE AND SOCIETY

By Albert Guérard

Like *The Art of Thinking* and *Life Begins at 40*—here is that happy  
rarity: a non-fiction book with great popular appeal. Professor Guérard  
offers a lively discussion of the relationship between American life and  
literature which shows Society largely responsible for the books that  
are published, and suggests answers to many questions in the public mind  
concerning authors, their publishers and their influence. 400 pages. \$3.00

## A PRIMARY TEACHER STEPS OUT

by Miriam Kallen

*Introduction by V. T. Thayer, Ph.D.*

Endorsed in manuscript by six leading Educators, Miss Kallen's book will be  
warmly welcomed by any teacher of young children in school or home. "It fills a  
distinct need."—Sidonie M. Gruenberg, Director, Child Study Association of America.  
Illustrated. \$1.75

## RUTH BROOKS CROSS WORD PUZZLE

### BOOK NO. 3

by Ruth Brooks

Another collection of new puzzles by the expert whose inventions delight inveterate  
addicts and neophyte puzzlists alike. It will repeat the success of her first two books.

\$1.25

**LOTHROP, LEE & SHEPARD CO.**

Boston

# FAIR AS THE MOON



TEMPLE BAILEY

\$2

A hauntingly beautiful story of youth in love  
THE PENN PUBLISHING COMPANY · PHILADELPHIA

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*Bobbs-Merrill*

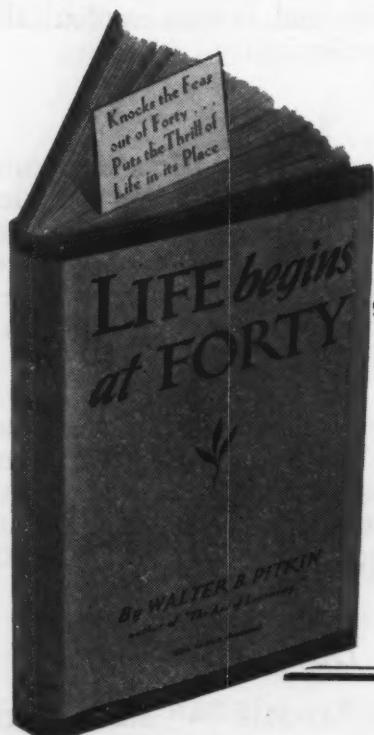
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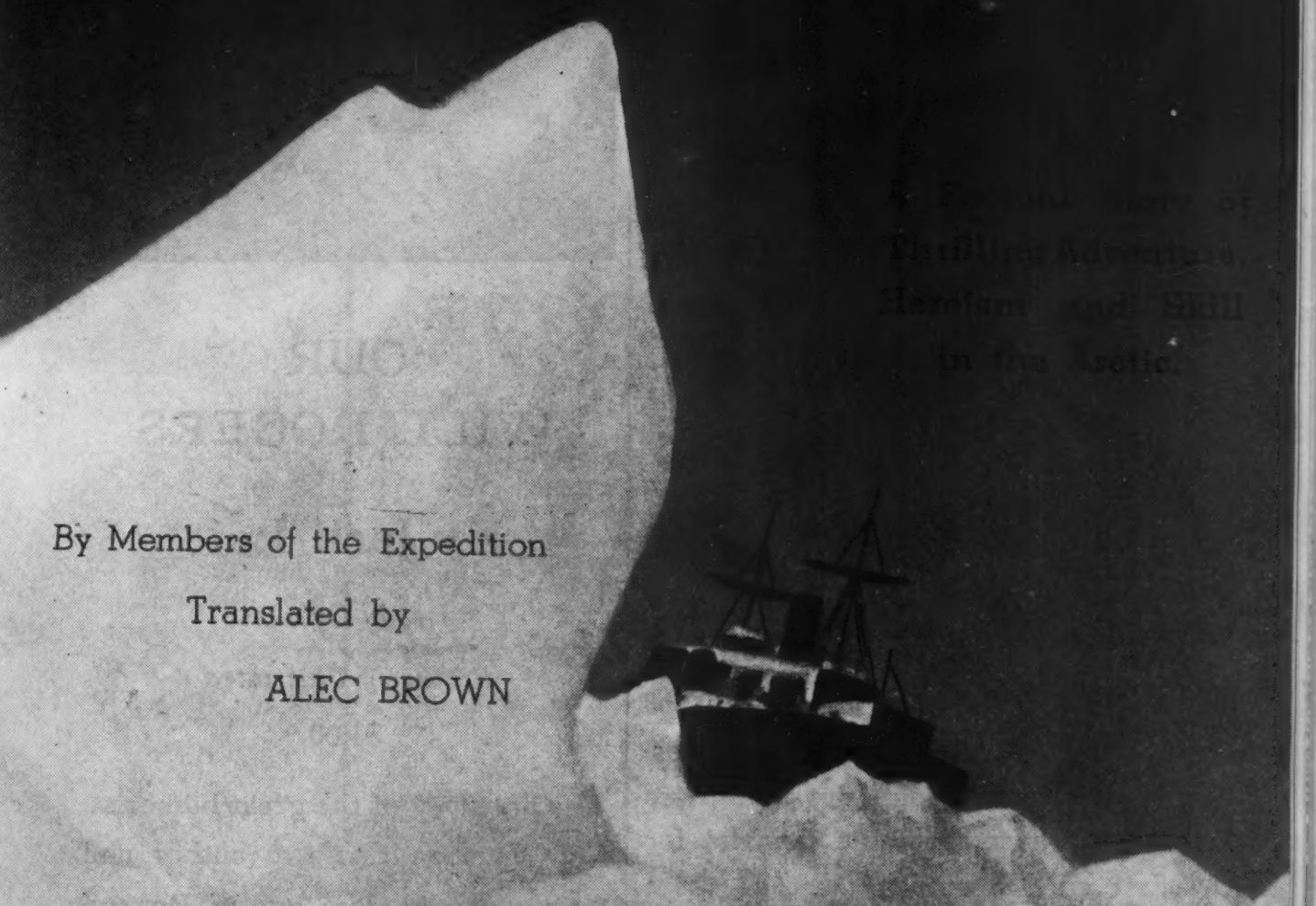
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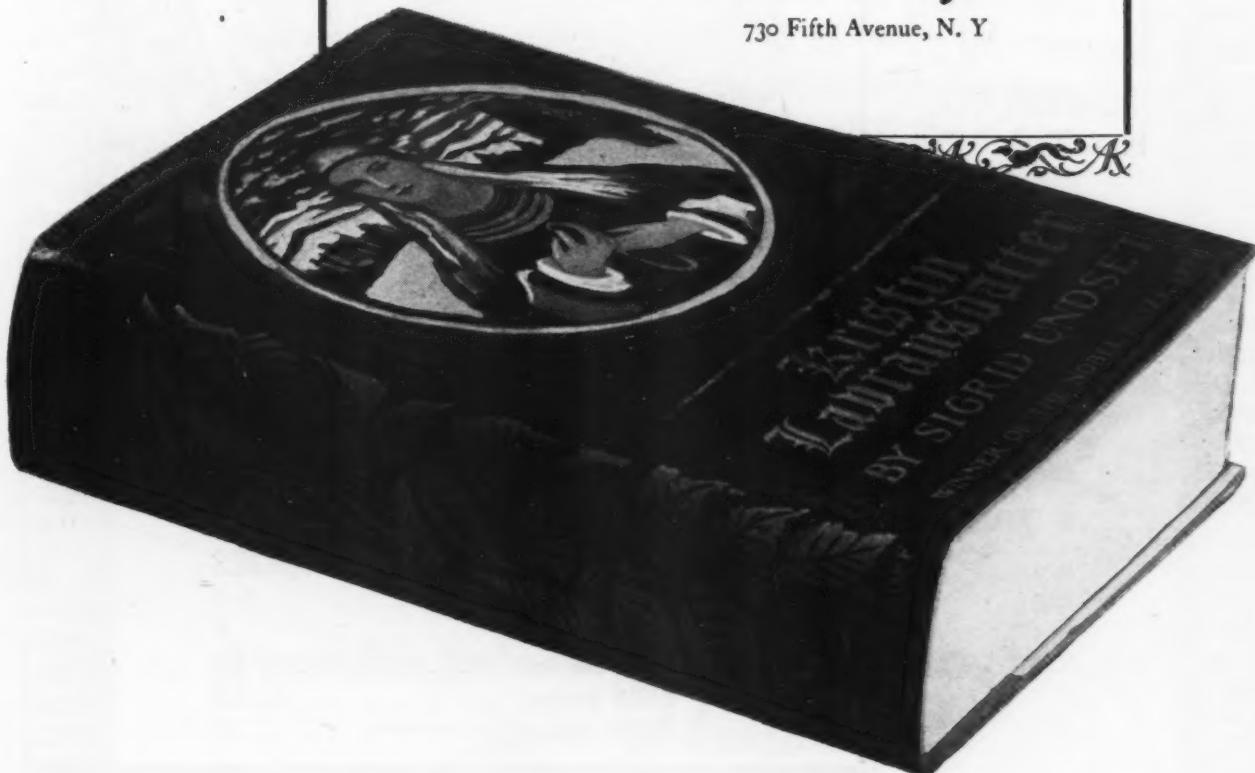
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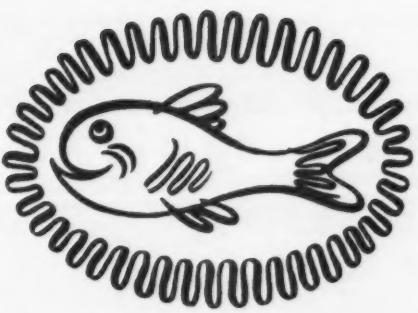


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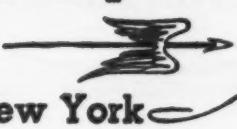
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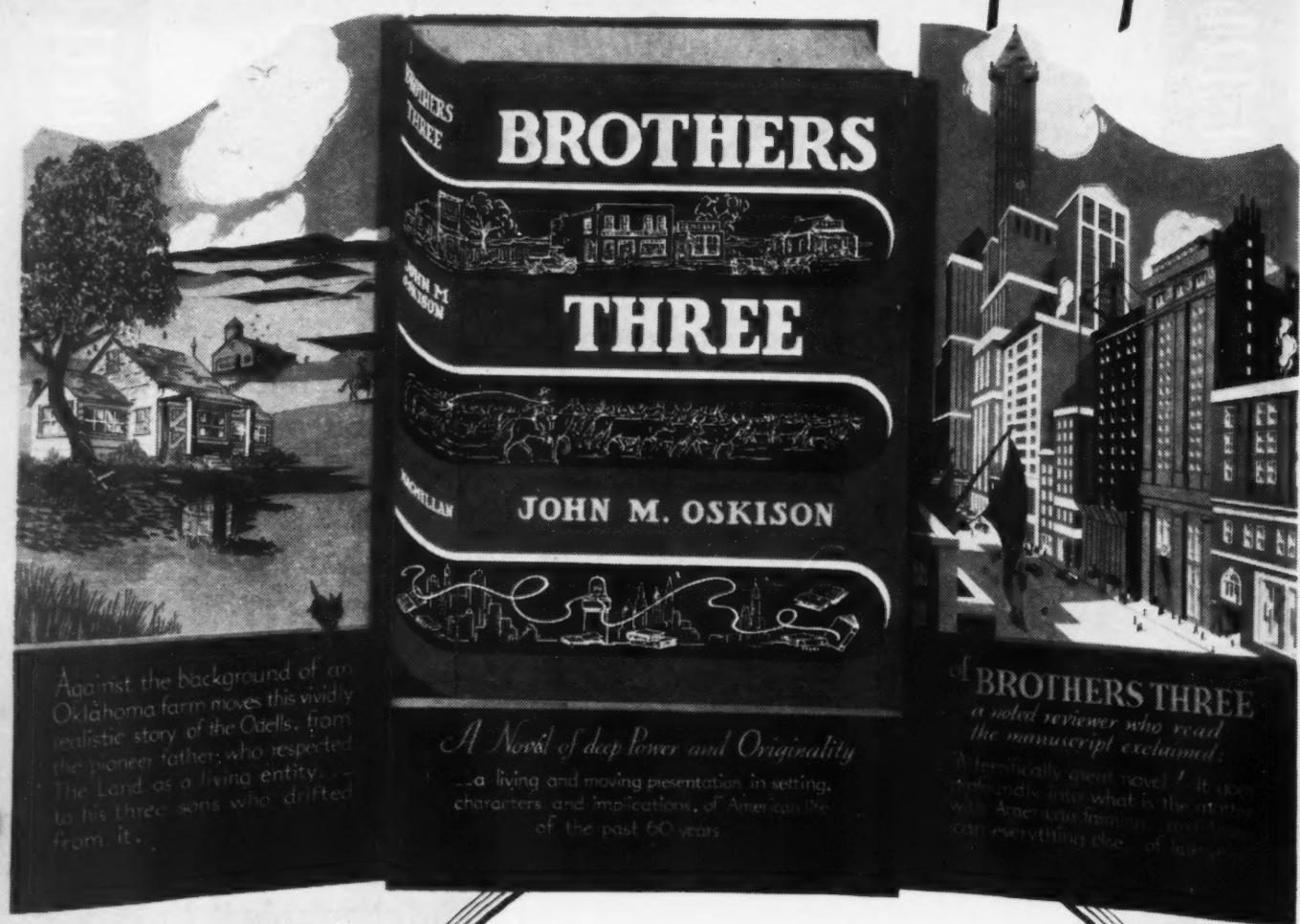
**T**HERE was a fisherman who wanted to stir up business. He decided to put up a sign to advertise his wares. He thought about it a good while, smoking many pipes over the problem of what to say. He was a good fisherman, not a clever one, so it was only natural that he choose the simple words: Fresh Fish for Sale. He wrote the words down and showed them to a friend. The friend thought the sentence was too long: "Why for sale? After all people know you're not giving the fish away?" The fisherman thought this made good sense so he struck out the two words. Next day he showed the wording of the sign to another friend. The friend shook his head: "Why do you say fresh? Everybody knows you wouldn't sell stale fish." So the fisherman changed his copy again and started off for the sign maker to order his sign. On the way he met another friend to whom he confided what he was about to do. "Why put up a sign at all?" the friend asked. "Anyone can smell that it's fish, miles away!" So the fisherman went home without his sign, and customers continued to sniff their way to his shop.

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# THE PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

SEPTEMBER 7, 1935

## Should There Be a Trade Department in the College Bookstore?

*The Minnesota Book Store Has Found Such a Department  
Decidedly Valuable*

CAROL WELCH

*Manager of the Trade Department, Minnesota Book Store*

ONE DAY NOT LONG AGO, a salesman for one of the larger publishers remarked that trade departments in college bookstores "didn't amount to much." As I was in charge of a trade department of this type, his criticism naturally caused me to stop to think, to examine our situation here and to evaluate its worth.

Our store is, I think, fairly typical of the college bookstore to be found at the larger universities. We are located at the gates of the University of Minnesota and have a student body of about 12,000 and a faculty of a thousand or so from which to draw our trade.

Our primary concern is with textbooks, but due to the floor plan of our store, we have a certain amount of space which could be utilized in a no more profitable way than by installing a trade department. Our stock is not large, but it does represent all the major publishers. We have a complete dollar section and we also stock the *Modern Library*, *Modern Readers*, *World Classics*, and *Everyman* series. We have a large, well-stocked rental library, which is an asset to the department. The campus is located in the midway district between Minneapolis and St. Paul, consequently our trade department has to face the competition of bookstores in both these cities.

Our store is so arranged that the textbook department and the trade department are entirely separated, except for a space at the

rear which contains the office and a wrapping counter available to both departments. Consequently we are able to display trade books to much better advantage than would be possible if the two sections were not so separated.

The customers that we encounter in the trade department are, for the most part, the members of the faculty. The students buy very few books, and those are mostly gift items at Christmas and for Commencement. For the bulk of our trade we depend on the faculty, and our stock is bought with this in mind. As a result of this limitation of our clientele, certain problems face the buyer. In the first place, professors are traditionally hard up. Colleges never did overpay their staffs, and during this period of depression, the opposite has held true. As a result, when a member of this group buys a book, he selects carefully, taking into consideration his future use of the book. This, of course, eliminates any chance of our finding a sale for any of the more ephemeral literature.

Another obstacle with which we have to contend is the fact that the university library will secure nearly any book requested by a member of the staff. The process of securing a book through the library is, of course, rather slow, so that if the instructor wants the book immediately, he buys it from us instead of waiting for the library copy to come in.

When the salesmen learn that you are buying for a college store, they will attempt to sell you anything written by an author with a Ph.D. after his name. If it is written by a college man, it is supposed to appeal to a college group. I have found that the opposite of this assumption is true in most cases. The salesman will show you a new book on psychology, by Amos Jones, Ph.D. This, he assures you, will go over big in college circles. You buy the book, and then offer it to Dr. Smith of the psychology department. He looks at it in disgust, says that fellow Jones never did know anything. By questioning various people, you discover that Jones is a follower of the dynamic school of psychology while the local group are behaviorists. It is extremely hard to sell a book to a specialist in the field, and should not be attempted unless one is very well acquainted with the particular field of interest.

### *Advantages Are Many*

However, there are advantages in the situation which balance the obstacles I have just been describing. In the first place, the fact that the clientele is limited means that one is able to buy with a much more definite group in mind than can the buyer for the general bookstore. The buyer for a college store definitely knows that he will have very little market for light romances, sensational novels, popular science, or the Edgar Guest type of poetry. He will know that he can stock biography, history, social science with assurance, if it is written well, and by competent authorities.

Secondly, faculty groups do not change a great deal from year to year. Consequently, the store becomes acquainted with the customers, comes to know individual preferences and dislikes, and these can be kept in mind when buying books thereby reducing the necessity for mark-downs later on.

Do the trade departments in college stores pay? Considering only the financial side of the question, I should answer no. At the end of the season the department will show a very slight profit if any at all. Compared with the textbook department, it will be shown in a most unfavorable light. However, from many other points of view, I feel that the department has shown itself to be well worth while.

Primarily, it is a most effective way of keeping traffic coming into the store in between the "rush" periods. Textbooks are sold during a limited period at the beginning of each quarter or semester. During the long dry spells in between quarters, the trade department, through its advertising, keeps the store in the public eye.

Secondly, the department, particularly through the medium of the rental library, enables the manager of the store to keep in close and friendly contact with the members of the various departments of the university. Often information concerning textbooks to be used the following semester, or titles to be dropped in the future, is acquired during a friendly chat with a customer who has come in to browse around. Information thus acquired results in dollars-and-cents gains to the store, but does not show on the books of the trade department.

If the clerks in the trade department are well versed in books and, in addition, have had college work, they will often be able to suggest to professors books which are suitable for class adoption. This means that often a book which is purely a trade item is sold for a class. The difference between 40% and 20% represents a decided profit for the store, although again it is not one that shows on the books of the department responsible for the adoption of the item for class use. Yet, these orders are often exclusive, that is, the store is able to supply the entire class using the book, free from the competition which other bookstores may offer on the texts which are generally known to be used.

To sum up, the trade department of the college bookstore, if it is efficiently managed, is worth while because it makes contacts on the campus which would never be made through the textbook department alone, because it makes possible additional between-semester business which is lacking in the textbook department, and, most of all, because it enables the store to create a reputation for a congenial, friendly atmosphere, which would be practically impossible to create in the textbook department during the "rush" seasons. For these reasons, I disagree with my friend, and I do think that the department definitely amounts to something.

## Diet for a Monster

*Like Most Growing Animals, the Circulating Library Needs More Food and a Wise Dietician*

LEE WRIGHT

*Formerly Manager of the Wright Libraries, New York City*

FOR MANY YEARS I was manager of a successful circulating library in New York City. Just four months ago my scene shifted to a desk at a publishing house. And in that short time I have bumped mental shins on some irritating misconceptions about my former business.

Much talk goes on here, naturally, about The Trade. And much talk also goes on about The Circulating Library Trade. To this publisher, and they are probably representative, the two are entirely different animals. They think of The Circulating Library Trade as some strange, unpredictable monster, not even distantly related to that domesticated pet, the Bookseller, whose habits they understand perfectly.

This monster, by all accounts, needs a very special kind of diet if he is to be kept quiescent. Otherwise he's liable to rant and roar, with hideous and fatal results to the publisher.

When our editorial department mutters, "Not enough Sex for The Circulating Library Trade," I can hear the capital letters clicking neatly into place.

Now actually this monster is nothing but a tame pup. He sits up and wags his tail at a well balanced diet of best sellers. He keeps in splendid condition on the same fare that satisfies his big brother, Bookseller. There's just one difference. He's well and happy. But a mite thin. Like most growing animals he needs *more food*. And that's where a wise dietician—in this case the librarian—steps in.

The records tell the story. When "Anthony Adverse" is breaking records with new highs in sales, a big part of those sales is to the circulating library trade. When "Nijinsky" and "Good-bye, Mr. Chips" are the books to read, circulating library members are reading them. The day that the bookseller is selling 50 copies of "Now in November," the circulating library is renting 50 or

more. The day that "The Story of Philosophy" is out of stock at the publishers, as many frantic telephone calls are coming in from librarians as from booksellers. Look at the books that are selling best. 1-2-3 on the fiction list. 1-2-3 on the non-fiction list. These same books are renting 1-2-3 from the fiction shelf—1-2-3 from the non-fiction shelf. These books are the backbone, the basis, the *sine qua non* of the circulating library. They are all that is needed for the average, the one-or-two-book-a-week reader.

But there's a big group of book gobblers; just as there's a group of sword swallowers. And for these, the book gobblers—the detective stories, the shockers, the sex books, the westerns, the sentimental romances—that entire class of published books that one of my customers called "perfume under the nose." But it must be understood, once and for all, that this "perfume" is extra fare; that it is read in such quantity only because *there are not enough books published* (books which you publishers call "worthwhile") to satisfy the demand of this omnivorous monster.

There are, of course, mystery story "fans" for whom no other type of book will do. They will always read mysteries, and, in some cases, westerns, because, often, they read these books as an escape or as an anodyne. Similarly there are some who care for nothing more than sentimental romances no matter what else may be provided. But for the majority of fiction readers, especially, there can never be too many of the "worthwhile" books. While they are waiting for the books they want they will content themselves with the "extra fare" but it doesn't completely satisfy them.

The circulating library *can* exist without these books. It *cannot* exist on them.

The renting public and the buying public are just one public—The Reading Public.

## Modern Library Celebrates a Tenth Anniversary



THIS IS NOT, strictly speaking, the tenth birthday of the *Modern Library*, for that famous series was started in 1917 by Boni and Liveright. On October 1, 1923, Bennett Cerf bought an interest in the Boni and Liveright business, entering the firm as vice-president.

In 1925, Horace Liveright, desiring to buy out the minority interest of his father-in-law in his business, decided to sell the *Modern Library*. On June 25th, at three o'clock in the afternoon, the deal was closed, and Bennett Cerf, the head of a new publishing firm, sailed for Europe at midnight. Donald Klopfer came to the boat to see him off, and was asked to join the very new firm. The two had been close friends in their freshman year at Columbia. Then Mr. Klopfer had transferred to Williams and after graduation had gone to work in his step-father's diamond cutting factory. He found diamond cutting very uncongenial. So he arranged his affairs, joined the new firm in September, and a few days later got married.

The first quarters of the *Modern Library* under its new directors was at 71 West 45th Street, across from the *Publishers' Weekly*. The library already numbered 109 titles (of which only 39 have since been discarded). It was, when purchased, already a fantastic success. Compared to conditions today, there was no competition. Of books like "Mlle de Maupin," "Candide" and "Dorian Gray," of which there are many inexpensive editions, now *Modern Library* had the only inexpensive edition. So that, in three years, the new owners had made enough to cover all the purchase price.

It was all too easy. Both the partners were collectors, with a great interest in the books of the Nonesuch Press. In 1927 two important events occurred, one was a meeting with Elmer Adler, head of Pynson Printers; the other was a meeting with Francis Meynell, head of the Nonesuch Press. So, with Elmer Adler, Bennett Cerf and Donald Klopfer founded Random House which became the exclusive American agent for Nonesuch Press, of England. Later they

became agents for other private presses, including the Golden Cockerel and the Bremer Press. In those sunny days, it was only necessary to report the publication of a Nonesuch Press book, and presto, it was sold. 750 copies of Dante's "Divine Comedy," at \$42 a copy, were announced, and with nothing at all to show to buyers, 1000 orders came in. The next step was for Random House to publish its own limited editions. In 1928 an edition of "Candide" with Rockwell Kent illustrations was published with great success. The most expensive book which Random House issued was the 400-copy "Leaves of Grass" printed by the Grabhorns in California, at \$100 a copy. It was all sold in advance. But that was the last of the Mohicans. Came the Dawn!

With the limited edition business more or less shot for the moment, it was imperative to look about for other fields of endeavor. A good business in the trade editions of the Nonesuch Press had been built up—the excellent series of Blake, Donne, Hazlitt, etc., and the sale of 70,000 copies of the trade edition of "Moby Dick" with Rockwell Kent illustrations had given the boys a taste of blood, so a modest trade department was started. In 1933 the Liveright business went bankrupt, and some very important authors were obviously to have new publishers. Many publishers wanted to take over Eugene O'Neill, including Bennett Cerf, who had known him from the old Liveright days. His plays were known to have sold phenomenally: "Strange Interlude," 120,000 copies; "Mourning Becomes Electra," 70,000 copies. Mr. Cerf went to Sea Island, Georgia, interviewed O'Neill and became his publisher. He has published "Ah, Wilderness," a pleasant comedy, not one of his greatest works, and sold 20,000 copies. Random House also took Robinson Jeffers over from Liveright.

In 1933 the publication of *Modern Library Giants* was commenced, a series which now numbers 25 titles.

In 1934, with considerable courage, it was decided to publish James Joyce's "Ulysses," and fight the case against its prohibition through the courts. Mr. Cerf went to see Joyce in Paris, introduced by Joyce's



Donald Klopfer

daughter-in-law, offered him \$1500 in advance, more than he had ever made in America. The book was published, and the fight was victoriously made, with the valiant help of Morris Ernst. The book is still banned in Canada. John Lane is anxious to make the fight in England, but has been strongly advised that there is no chance of success.

In 1934 the whole Marcel Proust property was purchased from Albert Boni; and in the same year, the firm introduced Saroyan and the three English poets—Spender, Auden and Lewis.

In 1935, Morley Callaghan was added to the list, and three books by Gertrude Stein; and the work of Clifford Odets was a conspicuous addition to Random House current drama.

Mr. Cerf is now planning a trade edition of Havelock Ellis' "The Psychology of Sex" formerly published for a very limited audience by the F. A. Davis Co. of Philadelphia. The books previously issued in a seven volume set at \$28 will be in 4 volumes at \$15—a good looking series similar to the Random House edition of Proust.



Bennett Cerf

Mr. Cerf acknowledges his indebtedness to Dr. Louise Bryant, Havelock Ellis's attorney and to Ferris Greenslet of Houghton Mifflin, Ellis' regular publishers, for help in arranging the contract. Mr. Ellis will write a new introduction for the set.

In the meantime the *Modern Library* has grown to include 215 titles. More and more copyright books have been included in recent years, as the competition grew fiercer and fiercer in the field of non-copyright books. *Modern Library* does not complain of this competition; it marvels that it did not arise sooner. More than a million copies of *Modern Library* books were sold last year.

In writing the history of the firm, a word should be said about Bennett Cerf's father, Gustave Cerf, who, having retired in 1930, wandered into the office one day and has stayed on as "official critic." Saxe Commins joined the firm in 1933 as editor, when Eugene O'Neill was added to the list. He was formerly at Liveright.

The latest news from *Modern Library* is of a personal nature. Early in October Bennett Cerf will be married to the famous motion picture star, Sylvia Sidney. "There will," says Mr. Cerf ruefully, "be columns of newspaper space about the wedding, and down at the end there will be three lines saying she married Bennett Cerf—and the name will be misspelled."



# THE Publishers' Weekly

The American Book Trade Journal

Founded by F. Leypoldt

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Publisher and editor to 1933

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LOUIS C. GREENE

Advertising Manager

September 7, 1935

I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto. —BACON.

## The Story of American Business

IT IS NOT so very long ago that the history of business began to be written. Before that it was supposed not to have reader interest. To be sure, there were lengthening shelves of books about the conduct of business, and in providing such books American publishers added popular items for their export business as well as for home consumption. But the histories of American business lagged behind the manuals of method, and only in the past few years has business history, usually in the form of biography, taken a prominent place in book lists.

Often, perhaps too often, if the future generations are to have an impartial picture of American business life of today, the books on American business have been pointed toward the sensational in order to insure holding the reader's interest, and there has been little or no effort to supply more dispassionate records. On this point the authors may appropriately reply that, after all, American business has been sensational. John Winkler might claim this in connection with his new book on the "DuPont Dynasty," and who,

after reading the Senate hearing, could deny it? Winkler's "Incredible Carnegie" has been a best seller in the *Star Dollar Series*, as have his "God's Gold" and "Mellon's Millions." The story of Butte's millionaires is told by C. B. Glasscock's "The War of the Copper Kings" this fall.

The more sober side of American business has been represented in this year's best sellers by the Hammond Autobiography, and on the fall lists are Frank A. Vanderlip's "From Farm Boy to Financier," Harold Nicolson's "Dwight Morrow" and Harmon Hagedorn's "The Magnate" (William Boyce Thompson).

The shelves on the history of American business are rapidly expanding but the story is as yet far from being completely told.

## Our Foreign Relations

TRAVEL TO EUROPE this year has been the heaviest since 1929, state the current reports from travel agencies. The interest of Americans in the older countries has not waned, apparently, in these hard six years, nor has the rapid increase in Caribbean and Mexican travel curtailed the annual tide across the Atlantic.

We believe, however, that the character of the travelers' interests has changed. Not so many travelers as formerly look upon Europe merely as the background for cathedrals and galleries; they have acquired a deeper interest in obtaining a first-hand impression of the way political and economic problems are being faced there. This change of interest has for some time been reflected in American reading demands and will continue to be evidenced in the publishing lists to come. There are not as many demands now for books on the Tate Gallery as there are for books on England's social insurance experiments and labor parties; fewer books are asked for on the hill towns of Italy than books on Mussolini; books on old Heidelberg Castle are moving more slowly than those on Hitler and the Nazis.

Those who will soon be haunting bookshops for winter reading will be looking for the right books on current events abroad, and there is a profusion of such material on fall lists. The bookseller's urgent though not easy task is to sift out the best books and give them the backing of effective display and promotion. It is not enough today to be posted on what is worth while in fiction, but

it is essential for the bookseller to have such a close acquaintance with world affairs as to be able to recommend intelligently books of today. The year round popular demand for a book like Sheean's "Personal History" is an instance of the trend of public reading.

### Restyling Our Textbooks

THERE IS GOOD REASON to rejoice that the current discussion on book design has been creating a fresh stir in the textbook field. Of course American textbooks have had very close attention from the manufacturing departments of publishing houses. Competition has always been so keen that changes and improvements are continually being made. But at the same time forward-looking experiments are difficult to carry through in the face of the conservative tastes of the school boards, who are the people who have the final say. It is the more significant that the tendency toward new interest in design is appearing in so many places at once; this interest may crystallize into a widespread movement, helped on by the international exhibit of schoolbook design recently held at the Lakeside Press, Chicago, to be re-exhibited in New York next winter under the auspices of the American Institute of Graphic Arts.

The influence of better design in schoolbooks ought to mean a raising of the taste of all buyers of books. It is hard to expect that adult taste will rise much above the levels of the schoolbooks which are the ten years' companions of most of us. A change for the better seems to be due, and, from the practical point of view, such a change may do much to hasten new textbook adoptions. If school trustees are also the citizens who have been buying new automobiles because they are freshly "styled," they may quite easily be expected to choose textbooks for the same good and sufficient reason.

### Colleges Need Bookstores

SEPTEMBER OUGHT to be the right time of year for the reconsideration on many campuses of the relation between college bookstores and college programs. It is pleasant to note the number of colleges that are now being well served by bookstores such as the colleges may well be proud of, bookstores that will be remembered by the students long after graduation day. But there are scores of other

campuses where the selling of books is perfunctory indeed and where the faculties have as yet seemed to show no awareness that they have any interests beyond seeing that textbooks be supplied without profit by the store and the losses made up at the soda fountain. Is it possible that these colleges look upon the students more or less as transients and do not realize the opportunity they have of developing book users for future years? Can they believe that it is of negligible importance to the college whether or not the students become users of books not only as tools with which to prepare for examinations but as natural companions—enriching life, and broadening views for years to come?

It is not the books which the students dump so relievedly upon second-hand counters during the month of graduation which represent what the college bookstore can best accomplish but the books which are taken back home by the student and put on home shelves to be referred to year after year.

The test of a successful college bookstore is whether it is able to obtain from the faculty encouragement to offer the students a wide variety of books and whether in turn it can make itself so attractive that undergraduates turn to it for all types of reading.

When every college takes as much interest in the continuing use of books as do the outstanding colleges today, a long step will have been made toward a more effective American educational system. It is a dozen years since President Wilkins of Oberlin, then dean at Chicago, spoke out in encouragement of the college bookstore; again a year ago that President Chalmers of Rockford College showed new possibilities in encouraging student libraries by a Book House on the campus, while President Meader of Russell Sage in Troy and President Moore, at Skidmore gave their personal encouragement to the starting of new college bookstores. These are signs of fresh interest which supplement the older, well-established enterprises already firmly woven into the affections of many colleges, of Vassar, Smith, Yale, Chicago, Washington, Connecticut, Harvard, Randolph-Macon to name but a few.

The prizes for college libraries can help along the interest in the broader reading of students where the faculty are already persuaded of its importance but until so persuaded the student library movement must languish.

## News of the Week

### Another "Cooperative" Ad

L. BAMBERGER & Co. of Newark, N. J., which is owned by the Macy interests, is reported to be soliciting publishers in New York for support in a cooperative advertisement, similar to that run by R. H. Macy & Co. in New York newspapers last week. The Bamberger ad would run in the Newark *Star-Eagle*, it is reliably reported, and would list 20 books at a cost of \$25 an entry, although there was an indication that should the publisher not be willing to make the ante, the book would be listed in the ad free of charge. So far as the *Publishers' Weekly* has been able to determine publishers have not been inclined to be receptive to the scheme, and one publisher, at least, has refused to allow his book even to be listed free of charge.

### T. M. White Joins Pitman

IN LINE WITH the company's plans for greatly increased activity, particularly with new American publications, Trentwell Mason White has joined Pitman Publishing Corporation, of 2 W. 45th Street, New York, as editor-in-chief of General Publications.

Formerly on the faculties of Northeastern, Middlebury and Harvard, Mr. White has had extensive experience in the publishing business, including service as associate editor of D. C. Heath & Company and until recently as head of Lothrop, Lee & Shepard.

The plans which Mr. White is putting into effect look to the building of a strong American list along the lines so successfully developed for nearly a century by the famous British firm of Sir Isaac Pitman & Sons, Ltd. The Pitman list is distinguished for authoritative books in the fields of art and artistic crafts, the social sciences, business and commerce, and technical branches of industry, including the various engineering professions.

The American house is interested in producing books by American specialists—books which may serve as texts in American colleges and universities, and also more specialized books to serve the technician, or the man actually engaged in any of these fields.

New and enlarged offices of the corporation occupy the fourth floor of The Putnam Building, 2 W. 45th Street, where the firm has been located for twenty-four years.

### Smith Completes Ambitious Project

PETER SMITH OF NEW YORK, who has in the past seven years developed a new type of publishing in putting into print books which libraries want for replacements, has just completed his most ambitious undertaking in the new edition of C. W. Moulton's "The Library of Literary Criticism" which Asa Don Dickinson, librarian of Brooklyn College, has been bringing up to date. The original set is eight volumes; the supplement, three.

Mr. Smith has developed his special type of business out of several years of experience in searching for out-of-print books for public and college libraries. Some titles seemed to be in continuous demand but almost impossible to pick up. Finally he contracted with the author and original publisher to use the plates for reprinting and by close curbing of costs and steady canvass for orders has built up sufficient orders to put into print about twenty-five books a year. The total sales for any title do not average over three or four hundred, perhaps not more than seventy-five or one hundred in the first year. The general publisher cannot keep books in print on such small demand, but the Peter Smith business by concentrating in one economically managed warehouse a large amount of business of this same type has been able slowly to build up a stock on which librarians made steady demands.

Most of the titles that can be profitably reprinted are non-fiction, but the only title which has ever sold over a thousand copies is Myra Kelly's "Little Citizens."

### Yeats' First Edition Stolen

A COPY OF THE FIRST EDITION of "Mosada" by W. B. Yeats, in the original wrappers, Dublin, 1886, a presentation copy from the author with his autograph inscription, has been stolen from the home of a collector in Westport, Conn. The book was enclosed in a half-morocco slip-case. Any dealer to whom the book is offered is asked to communicate with C. A. Stonehill, Inc., 262 York Street, New Haven, Conn.

## Curtis Brown Adds New Members to London Staff

CURTIS BROWN, LTD., takes pleasure in announcing that James M. Barrie and C. B. M. Childs have been engaged for the English book department of the London office. Mr. Barrie, formerly of the book page of the *Express* is the great nephew and namesake of Sir James Barrie. Mr. Childs, barrister-at-law was formerly director of the Grosvenor Literary Agency and for four years director of the publishing house of T. Fisher Unwin.

Mr. H. W. Shirley Long, formerly fiction buyer for the Amalgamated Press magazine group has been made head of the magazine department of the London office.

Christopher Mann and Allan Grogan, who are known to managers and actors throughout the world, will conduct the London office film department.

## New Radio Review Series

PHILIP BLACKBURN started a series of book reviews over Station WBNX this week, a series which is to be given every Thursday night at 8.15. Mr. Blackburn plans to review new books and older books on alternate weeks. This week, his first review was of "Alice in Wonderland." In two weeks he plans to review "The Way of All Flesh." Mr. Blackburn is the author of "A Descriptive Bibliography of the Writings of James Fenimore Cooper" (Bowker), editor of "Logical Nonsense" (Putnam). He has done a good deal of broadcasting, most recently for the Foreign Affairs Forum. He has written many book reviews for *Publishers' Weekly*.

## New Campaign for "Life Begins"

BECAUSE OF THE PERSISTENT SALES vitality of "Life Begins at Forty" by Walter B. Pitkin, now nearing the end of its third year, Whittlesey House has planned an extensive new advertising campaign for the book to begin September 16th. The campaign will be of a kind usually given to a new book. A new series of from four to six one-column advertisements has been worked out with the co-operation of Denhard, Pfeiffer and Wells, which will be used for insertion in each of ten of the leading book papers throughout the country: the New York *Times* and *Herald Tribune*, the Chicago *News* and *Tribune*, the San Francisco *Chronicle*, the Atlanta

*Constitution*, the Boston *Herald*, the Cleveland *Plain Dealer*, the Detroit *News* and the Los Angeles *Times*. The first ad will appear September 16th and the others are scheduled at intervals of a few days. The campaign will be continued through the fall and extended if results warrant it.

Whittlesey House believes that "Life Begins at Forty" will not only continue to sell at a good rate this year, but that with the cooperation of booksellers it will prove itself actually a perennial best seller. For two years it headed the non-fiction group of best sellers, reaching the peak of its sales a year after publication. Some months ago the book's sales seemed to have reached a point of equilibrium, the publisher states, when the movie titled "Life Begins at Forty" appeared and, contrary to the general rule, promptly caused a notable decrease in the book's activity. The story of the movie, of course, had nothing to do with the book.

## Limited Editions Club Offers New Gold Medal Award

THE FIRST OF A SERIES of annual gold medal awards will be made in October by the Limited Editions Club to the American author whose book, published during the preceding year has attained, in the opinion of the judges, most nearly the stature of a literary classic.

The selection of the prize-winning book will be made by a committee of three judges, of which Carl Van Doren is the chairman. The other two members are Harry Hansen and Burton Rascoe. They will make their selections from a list of nominations made by a nationwide nominating committee of 48 literary critics, one from each state in the Union. The nominations are to be made by October 1st and announcement of the final decision will be made toward the end of the month. Later, the Limited Editions Club plans to bring out a special edition of the prize-winning book as a part of the regular series of classics in limited editions for its members.

## Price of Index Increased

DUE TO AN INCREASE in the size and scope of the volume, the publication price of "Mallett's Index to Artists" which will be published on September 21st by the R. R. Bowker Co., has been increased from \$9 to \$12.

### News from Publishers

ON ADVICE FROM A NUMBER OF BOOKSELLERS, Little, Brown rates "The Stars Look Down" by A. J. Cronin its Number 1 potential best seller for the fall. At a recent sales meeting the Little, Brown staff was asked to vote on which books from the Little, Brown list would be the leading titles during the months before Christmas. The titles of the 11 books receiving the largest number of votes were then sent to a selected list of booksellers, who were asked to rates the books according to sales possibilities. "Young Renny," already published on the spring list, took first place with 16 stores placing it at the top of their lists. "The Stars Look Down" came next, with only four first places but many second, third and fourth ratings. Considerably below this came "Illyrian Spring" and "Old Jules," about even, "The Battle of Bas-  
inghall Street" well below these and "The Lees of Virginia," "Cape Cod Yesterdays" and "The Romantic Rebels" all about even, next in line.



Little, Brown, incidentally, is anxious to discover whether or not the *Farmer's Almanac* is the oldest periodical, except the *Saturday Evening Post*, to have been published continuously in the United States.



The Telegraph Press, Harrisburg, Pa., announces as the first of a series of "scoop books" a story of the origin and development of the Italo-Ethiopian conflict by Boake Carter, the radio commentator. The title is "Black Shirt, Black Skin" and publication will be some time this month.



Lucy Goldthwaite, who was for seven years assistant director of publicity at Doubleday, Doran, has joined the advertising sales staff of *Current History*. She will work on publishers' and educational advertising. Prior to her connection with Doubleday, Doran, Miss Goldthwaite was on the staff of the *New York Post*.



Chester L. Eskey has been made advertising manager of *The American Girl*, official Girl Scout magazine. Mr. Eskey was a member of the advertising staff of the *New York World* from 1919 to the time of its

sale, when he joined the staff of the *New York World-Telegram*. For several years prior to the sale of the *World* he had charge of book advertising. During this period the lineage for the book classification grew steadily until it reached over 250,000 lines in the last year of the *World's* existence, a record believed to be unbroken by any newspaper in the United States.



The success of John Steinbeck's "Tortilla Flat," which Covici, Friede published in May (now in its fifth printing) has created a demand for Steinbeck's two previous books, "Pastures of Heaven," published by Brewer, Warren & Putnam in 1932, and "To a God Unknown," which Robert Ballou issued in 1933. Covici, Friede has purchased the rights in these two titles and will reissue them on September 9th in new bindings and jackets.

When published neither of these books enjoyed very much of a sale although they received favorable reviews. However, since the publication of "Tortilla Flat" interest in them has been revived. How popular Steinbeck has become is illustrated by the reaction of the bookstores. Covici, Friede salesmen who have been on the road since August 15th have already sent in orders for these two titles which are in excess of their original sales. An extensive advertising campaign on "Tortilla Flat," "To a God Unknown," and "Pastures of Heaven" will be inaugurated later in September, and in January Covici, Friede will issue a new Steinbeck book entitled "In Dubious Battle."



Three biographies of Will Rogers are being rapidly prepared for publication. "Will Rogers: Ambassador of Good Will, Prince of Wit and Wisdom" by P. J. O'Brien, with a preface by Lowell Thomas, is being rushed through the presses by Winston for immediate publication. "Will Rogers: Cowboy Philosopher" by Roger Dakin, will be published by McBride late in September. "Our Will Rogers" by Jack Lait, who was one of Rogers' closest friends, will be brought out on October 1st by Greenberg: Publisher. Each will retail for \$1. The Dakin book is being expanded from a serial syndicated by the *Chicago Tribune*.

Whittlesey House is to have a new series of health and hygiene books known as the *Whittlesey House Health Series*. The books will be written for the man and woman of normal good health and will tell how to keep in good physical condition. The series is under the general editorship of Dr. Morris Fishbein. The first volume, "Healthful Living," by H. S. Diehl, professor of preventive medicine at the University of Minnesota, will be published September 23rd.



Charles Peace, the notorious burglar-murderer, was a guest at a recent Crime Club luncheon at Grosvenor House in London. Mr. Peace made a very uncommunicative guest, reports the *Publishers' Circular and the Publisher & Bookseller*, inasmuch as he was borrowed from Madame Tussaud's for the occasion. Among the live guests were a number of British detective story writers, several members of Scotland Yard, Malcolm Johnson of Doubleday, Doran and Emma Mills.

### *Among the Bookshops*

THE BOOK DEPARTMENT of Wanamaker's in New York has been moved again, this time from the eighth floor, near the restaurant, to a very advantageous spot on the ground floor of the North Building, right next the "paper shop." Shelves for staple stock and special departments have been set up along two sides of the department, while the other two sides have been left open for free access. There is a lot of display space on tables for current stock and children's books and all together it looks as if Wanamaker's could expect an increase in its book business. The only jarring note was the presence of cut prices: "Paths of Glory" for \$1.61, for instance, and "Lucy Gayheart" for \$1.69.



The Doubleday, Doran Book Shops alone have sold more than 100 copies of the limited edition of Lawrence's "Seven Pillars of Wisdom" at \$25 a copy, for delivery on publication.

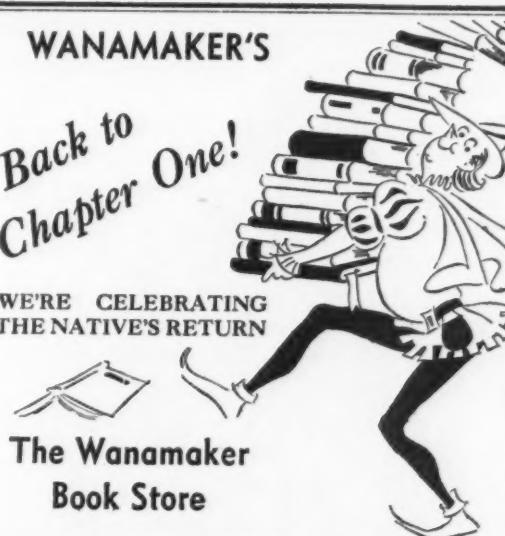


When the Bookshop for Boys and Girls displayed "One-Two-Three-Four" by James Lafayette Hutchison (Lothrop) in their window last week they got a rather unusual result. A woman stepped into the shop and said "I must have a copy of 'One-Two-Three-

**WANAMAKER'S**

*Back to Chapter One!*

WE'RE CELEBRATING THE NATIVE'S RETURN



**The Wanamaker Book Store**

After years of browsing in both the North and South buildings, is back where it started from

**STREET FLOOR, NORTH BUILDING**

Near both the Fourth Avenue and Tenth Street entrances

*Wanamaker's in New York used this sprightly ad to announce a recent change in location of the book department*

Four.'" That in itself was not unusual, but the manager, thinking the woman's enthusiasm must mean that she knew the author, expressed her interest in the purchase. "Oh," replied the customer, "I wanted to buy the book on account of the jacket. You see I have sheep on everything, even my sheets and pillow cases."



Anne Morrow Lindbergh's book "made" the month of August at the Plainfield Bookshop. This is usually a dull month and little activity is expected until Labor Day, but the popularity of Mrs. Lindbergh's book upset all prophecies. A special window display was arranged with her picture and the books against a light blue and silver background which contrasted effectively with the dark blue of the book covers. Chromium bookends of an unusual pattern carried out the mechanical motif. "Beauty in Flight" was displayed as a companion to Mrs. Lindbergh's book.



Thomas J. Tiernan, formerly in the publicity department of the Illinois Bell Telephone Company in Chicago, has joined the Western News Company, the Illinois branch of the American News Company, as salesman. Mr. Tiernan has taken over the terri-



*Picture of a publisher worrying about sails. Eugene V. Connett of the Derrydale Press looks aloft from the wheel of his yacht Milady*

tory formerly covered by J. H. Nicolls, who has opened a bookstore in Peoria.

\* \*

George W. Schoenbeck has resigned as general manager of the Chicago Book and Art Auctions. In the fall he expects to open a general brokerage in rare books and art objects at 4811 N. Harding Ave., Chicago. For the remainder of the summer he will be at his summer home at Lake Delavan, Wisconsin.

\* \*

Fred Hextall, who has been with Dauber & Pine for nearly seven years, has resigned on account of ill health. He expects to return to England to regain his health.

\* \*

In over forty years of bookselling, C. C. Parker of Los Angeles, has made three changes in address. On September 1st, he moved, for the fourth time, to 635 South Olive Street, after having spent fifteen years at 520 West Sixth Street. Mr. Parker's bookstore is part of Los Angeles history. Since

1895 he has disseminated knowledge and understanding and happiness through books. The shop has been the haunt of the city's notables and of visiting literary celebrities.

### *Changes in Management*

*Los Angeles, Calif.*—On September 3rd, the name of the Rogers Book Shop at 711 West 6th St. will be changed to the A-1 Book Shop. The shop is now owned by Mrs. Sarah Borden. It carries general books and its specialty is college textbooks and technical books on art. Mrs. Borden requests publishers' catalogs.

*Minneapolis, Minn.*—The Stanley Zack Bookshop at 503 Hennepin Ave., has been acquired by the Twin City Book & Stationery Co. of St. Paul and the name changed to correspond to the new management. Philip Dunaway will act as manager and buyer of the Minneapolis store.

### *Change in Address*

*London, England*—The First Edition Club is now at 6 Little Russell Street, W. C. 1. All communications relating to the Book-Collector's Quarterly should also be sent to this address.

### *Change in Name*

*Los Angeles, Calif.*—The name of Barbieri & Price, Ltd., 9045 Sunset Boulevard, Los Angeles, has been changed to Tone Price: Rare Books. There has been no change in the personnel or policy. Fillmore Phipps remains in charge of the prints and Gladys Barbieri has her fine hand bindery in connection with the store. Catalogs are requested.

### *Catalogs Requested*

*Minneapolis, Minn.*—Publishers are requested to send catalogs, announcements, circulars and remainder lists to the Sharman Rental Library, 511 Second Ave., South, Minneapolis, Minn.

### *New Shop*

*Seattle, Wash.*—Theodore Fillipi has opened a shop at 1012 Third Ave. The shop carries used and rare books.

## Obituaries

### MERLE JOHNSON

MERLE DEVORE JOHNSON, bibliographer and illustrator, died of pneumonia on September 1st at his home in New York City. Mr. Johnson was recognized as an authority on Mark Twain and was the author of "American First Editions," which was first published in 1929 and has since become the standard reference work on American bibliography. He was born in Oregon City, Oregon, in 1874. In 1897 he was graduated from Stanford University, following which he came to New York. In 1910 he became manager of the art department of the New York *Evening Journal*, where he remained until 1913. During this time he completed his "Bibliography of Mark Twain," the standard Clemens bibliography. From 1914 to 1917 he was cartoonist for the News in Rhyme department of *Puck* and in 1915 he created the Boy Scout series in the New York *Press*. He was a frequent contributor to the *Saturday Evening Post*.

Mr. Johnson was also a great admirer and collector of Frederic Remington and collections he made are in the libraries of New York City and the University of Nebraska. He was the compiler of "Howard Pyle's Book of Pirates" (1921), and "Howard Pyle's Book of the American Spirit" (1923). He illustrated many books and was the author of "Bibliographic Check-List of James Branch Cabell" (1921), "American First Editions" (1932), "High Spots of American Literature" (1929), and "You Know These Lines" (1934). His business is being continued at the old address, 65 East 53rd St.

### CLINTON T. BRAINARD

CLINTON TYLER BRAINARD, formerly president and treasurer of Harper & Brothers, died in Winthrop, Maine, on September 3rd, at the age of 70. At the time of his death Mr. Brainard was president of the McClure Newspaper Syndicate, a position he had held since 1911.

Mr. Brainard was born in Denver in 1865. As a youth he worked as a newspaper reporter in Denver, St. Louis and Chicago, before going to Harvard where he received his bachelor's degree in 1900. For the next five years he practiced law in Omaha and in Colorado, after which he came to New York as a newspaper reporter. Later he turned

to advertising and for years wrote the book advertising for John Wanamaker. He entered the publishing business by founding his own firm, C. T. Brainard Co., and also worked with the Harcourt Bindery and the Mountford Press in Boston. In 1909 Mr. Brainard joined Person's Publishing Company and in 1911 he joined the McClure Syndicate which he developed into one of the most important in its field. In 1915 he became president and treasurer of Harper & Brothers, continuing in those offices until 1924 when he resigned. As president of Harper's, Mr. Brainard became involved in one of the trade's famous censorship cases. In 1920 Harper's published "Madeline, an Autobiography" which was promptly seized by John S. Sumner and the Society for the Suppression of Vice. Mr. Brainard, as president, was tried in Special Sessions and found guilty of violating the laws relating to the publication of obscene literature. The case was appealed, however, and the Appellate Division reversed the decision of the lower court, holding that a book was obscene only if it had a definite tendency to incite lustful desire. This interpretation prevailed for 10 years, to Mr. Sumner's discomfiture, until in 1930, the Appellate Division laid it aside in the case of Schnitzler's "Hands Around."

Mr. Brainard was active in his support of the National Association of Book Publishers.

As head of the McClure Syndicate Mr. Brainard's outstanding feat was the purchase in 1922 of the memoirs of former Kaiser Wilhelm II, for which he paid \$250,000 or nearly \$3 a word.

## Changes in Price

### R. R. BOWKER CO.

The publication price of "Mallett's Index to Artists" has been increased from \$9 to \$12.

### HARPER & BROTHERS

#### (Religious Book Department)

The price of "Church, Community and State" by J. H. Oldham has been reduced from 35c to 25c.

### ALFRED A. KNOPF, INC.

The price of "Thoughts Without Words" by Clarence Day has been increased from \$1 to \$2.50.

### J. B. LIPPINCOTT CO.

The price of "Mules and Men" by Zora Neale Hurston, which will be published October 10th, will be \$3, instead of \$2.50 as previously announced.

### THE MACMILLAN CO.

"Descent from Parnassus" has been reduced in price from \$2.50 to \$2.

## One Month from Now—A Forecast

BROWNSTONE FRONTS AND SARATOGA TRUNKS, by Henry Collins Brown. *Dutton*, \$3.75.

"WE, THE PEOPLE," by James M. Beck. *Macmillan*, \$3.

WILLIAM LYON PHELPS' YEAR BOOK. *Macmillan*, \$2.50.

NEW WORLDS FOR OLD, by Irina Skariatina and Victor Blakeslee. *Bobbs-Merrill*, \$2.75.

OLD HOME TOWN, by Rose Wilder Lane. *Longmans, Green*, \$2.

GENERAL THEORY OF EMPLOYMENT, INTEREST AND MONEY, by John Maynard Keynes. *Harcourt, Brace*, \$2.75.

"THE PAPERS SAY . . ." by Heywood Broun. *Vanguard Press*, \$2.50.

TRAILING CORTEZ THROUGH MEXICO, by Harry A. Franck. *Stokes*, \$3.50.

IT CAN'T HAPPEN HERE, by Sinclair Lewis. *Doubleday, Doran* \$2.50.

PURPLE PIRATE, by Talbot Mundy. *Appleton-Century*, \$2.50.

WAR, by Norman Thomas. *Stokes*, \$1.50.

MEN AND GODS IN MONGOLIA, by Henning Haslund. *Dutton*, \$5.

OLD JULES, by Mari Sandoz. *Little, Brown*, \$3.

SEVENTY TIMES SEVEN, by Carl Christian Jensen. *Lothrop, Lee & Shepard*, \$2.50.

Oct. 7. Continuing the human interest story of New York City. Dutton's "A" promotion.

Oct. 8. An authority on the Constitution considers the problems of the day in relation to it.

Oct. 8. A collection of his syndicated daily articles.

Oct. 9. What's happening in Europe. Irina Skariatina is the author of "A World Can End," "Little Era in Old Russia," etc.

Oct. 9. By the author of "Let the Hurricane Roar," a near best seller. Posters and imprinted circulars available.

Oct. 10. By a noted economist.

Oct. 10. A well-known columnist describes his newspaper career.

Oct. 10. \$10,000 will be spent advertising this and Stanley Walker's book, coming later. Special advance and display poster available and postcards. No Franck title has ever sold less than 8,500 copies, Stokes tells us.

Oct. 11. A novel of 1936 in which a dictator rules the United States.

Oct. 11. A sequel to "Tros of Samothrace." Newspaper and magazine advertising in the key cities. Poster and imprint cards available.

Oct. 11. Wide advertising promised. The author's books always have an assured audience.

Oct. 14. "A A" promotion for the new travel volume by the author of "Tents in Mongolia."

Oct. 14. L. B. say they are backing to the limit this Atlantic Non-Fiction Prize-winning biography. Posters and circulars available.

Oct. 14. Advertising in book review sections and magazines. Poster available and the book will be featured in an imprinted circular.

## Out This Week

THE BATTLE OF BASINGHALL STREET, by E. Phillips Oppenheim. *Little, Brown*, \$2.

BLACK TENTS OF ARABIA, by Carl R. Raswan. *Little, Brown*, \$4.

BROTHERS THREE, by John M. Oskison. *Macmillan*, \$2.50.

CHOCOLATE OR VANILLA, by Fannie Ferber Fox. *Knopf*, \$2.

THE DESERT HERITAGE, by P. C. Wren. *Houghton Mifflin*, \$2.

EUROPA, by Robert Briffault. *Scribner*, \$2.75.

FROST AT MORNING, by Beatrice Kean Seymour. *Little, Brown*, \$2.

THE GOLDEN CORD, by Warwick Deeping. *Knopf*, \$2.

The young Earl of Sandbrook devises strange methods of revenge upon the directors of the company that had wrecked his father's life.

Intimate life of the Bedouin tribes by a man who is an adopted blood brother. Lavishly illustrated with photographs.

A novel about an Oklahoma family and their farm from 1873 to the present.

Stories of middle western life that have appeared in *Cosmopolitan* and *Pictorial Review*. By the sister of Edna Ferber.

A sequel to "Beau Ideal." Newspaper serialization.

A long novel about European society in the thirty years preceding the war, in which many real characters appear.

L. B. promise active promotion and advertising for this story of a girl's life blighted by her mother's selfishness.

A tale of a mother's devotion to her son and his career as a dramatist in spite of all obstacles.

## Out This Week—Continued

MADE IN AMERICA, by George Madden Martin. *Appleton-Century*, \$2.

REGARDS TO BROADWAY, by Donald Henderson Clarke. *Vanguard Press*, \$2.

RICHARD SAVAGE, by Gwyn Jones. *Viking Press*, \$2.50.

RUBBER TRUNCHEON, by Wolfgang Langhof. *Dutton*, \$2.50.

RUSSIA LAUGHS, by Mikhail Zostchenko. *Lothrop, Lee & Shepard*, \$2.

SOUTH, by Frederick Wight. *Farrar & Rinehart*, \$3.

TARZAN AND THE LEOPARD MEN, by Edgar Rice Burroughs. *E. R. Burroughs, Inc.*, \$2.

THE WORSHIPFUL LUCIA, by E. F. Benson. *Doubleday, Doran*, \$2.50.

The rise of a poor Irish boy to a position of power told by the author of "Emmy Lou." Special advertising in Louisville.

What Broadway does to a young, idealistic man who starts his career there as a newspaper man.

Another more-than-500-page novel, this one of 18th century London. The leader on Viking's 10th anniversary list. 18 x 24 poster available.

The horrors of thirteen months in a Nazi concentration camp. "B" promotion.

Contemporary Russian short stories. For advertising and promotion see "Seventy Times Seven" in the Forecast.

A 600-page novel, illustrated in color from the author's paintings. It is a brilliant first novel, the story of an artist and his wife as they are assimilated into the life of a southern industrial city.

Twice as much to be spent on national advertising as on the previous Tarzan novel. Seven-color poster available.

The fifth of the Miss Mapp and Lucia books, which have a devoted following. The first four will soon appear in an omnibus.

## Some Best Sellers of the Week

LUCY GAYHEART, by Willa Cather. *Knopf*, \$2.

No rivals in fiction yet, though many new promising titles are coming to the fore. Leader on both the American News and Baker & Taylor's latest best seller lists.

GREEN LIGHT, by Lloyd C. Douglas. *Houghton Mifflin*, \$2.50.

The best seller at Boston and Atlanta stores according to the *Times*; second in N. Y. and New Orleans.

ILLYRIAN SPRING, by Ann Bridge. *Little, Brown*, \$2.50.

Listed in the *Times* by N. Y., Boston, Philadelphia, Washington (second), and Chicago stores.

TIME OUT OF MIND, by Rachel Field. *Macmillan*, \$2.50.

Selling well everywhere.

HONEY IN THE HORN, by H. L. Davis. *Harper*, \$2.50.

N. Y., Boston, Philadelphia and Chicago list it in the *Times*—the newest best seller in fiction.



NORTH TO THE ORIENT, by Anne Morrow Lindbergh. *Harcourt, Brace* \$2.50.

The non-fiction best seller in N. Y., Boston, Washington, Chicago and San Francisco stores listed in the *Times*. First at the American News Co.

LIFE WITH FATHER, by Clarence Day. *Knopf*, \$2.

The best seller on Baker & Taylor's latest list. Doing well everywhere.

MARY QUEEN OF SCOTLAND AND THE ISLES, by Stefan Zweig. *Viking Press*, \$3.50.

The newest non-fiction best seller jumped right into a leading position. The *Times* reports it the best seller in Philadelphia, New Orleans and St. Louis stores.



ASYLUM, by William Seabrook. *Harcourt, Brace*, \$2.

The *Daily News* reports it selling second only to Mrs. Lindbergh's book in Chicago.

PERSONAL HISTORY, by Vincent Sheean. *Doubleday, Doran*, \$3.

Listed in the *Times* as a best seller by every city except Washington and Atlanta.



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and flexibility  
of the

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Interlaken Book Cloth CANVAS CLOTHS

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The washable, water-  
proof and verminproof  
fabric

Interlaken Book Cloth ART BUCKRAM

Book Cloth BINDERY BUCKRAM

Preferred for all library  
purposes

# BOOKMAKING

IN THE FIRST ISSUE OF EVERY MONTH

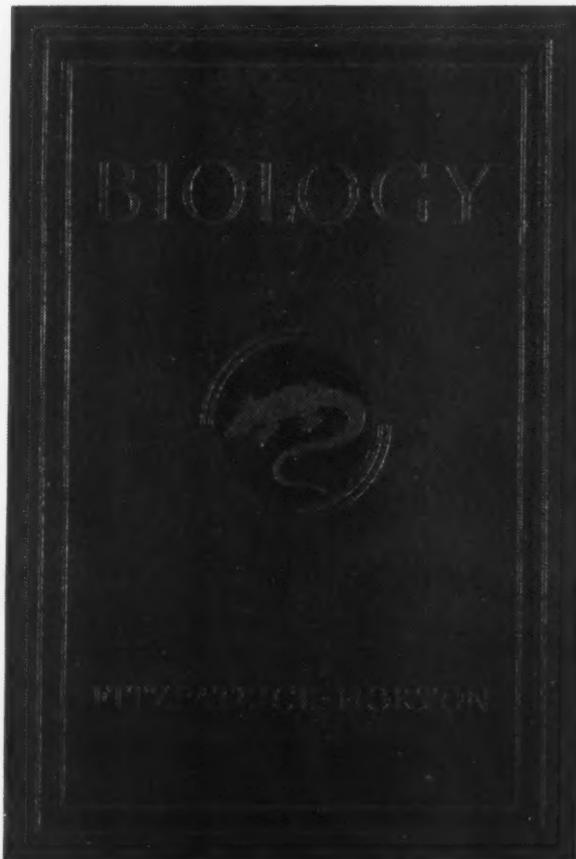
*News and Views for Those Interested in the Production of Better Books*

## Full Trim: A Bias on Current Bookmaking

BY EVELYN HARTER

THE BEST BOOKMAKING NEWS of the month comes like Lochinvar out of the West, bringing with it a gust of air from the Great Lakes and a challenge to those who are working toward improvement in the making of schoolbooks. We have received, in answer to our request to publishers to send in new and interesting textbooks, four books from Scott, Foresman and Company in Chicago, three of which show unusual thought and skill in planning. Moreover there is something gallant about the appearance of these books; they do more than fulfill the minimum standards of decency. They have elements of real distinction.

One of the best is "Language and Its Growth" appearing in the always attractive 5 x 8 page size. It is bound in what appears to be Interlaken Hyco, a fine-textured green, natural finish cloth, stamped in white ink—usually a rather dangerous stamping idea. In this case it turns out well. The paper is excellent, the margins good, and the running heads, in upper and lower case Garamond, give color and variety to the page. Other factors in brightening the page are the Centaur initials beginning each section. As the book is broken up into many sections, the recurrence of the beautiful initials gives charm to every page. We wish that it were not necessary to mention the title-page, which is an ugly ogre holding the gate to an otherwise fine book. Not that there is anything wrong with Girder or Memphis or the like in their proper places, but the appearance of a type of this kind on the title-page of a



*This Biology, bound in red cloth stamped in black and gold, would be a credit to the living room table (Houghton Mifflin)*

book otherwise set in Garamond, Granjon and Centaur is not only inappropriate, but blighting.

Another fine book which we should like to have in our library for its appearance

## CHAPTER

## V

*Changes in Pronunciation**Changes in Pronunciation Reflected in Spelling*

**W**E HAVE seen that the specimens of Old English and of Old French given on pages 9-11 differ greatly from modern English and French in spelling. These differences represent, in general, differences in pronunciation. The spelling *owene* for modern "own" represents a pronunciation in two syllables, somewhat like *ony*, though the sounds are not quite the same. In the French passage given on page 11 the old form *anima* has become *dme* in the modern equivalent, and *deo* has become *deiu* in consequence of changes in pronunciation. Our word "prove" has come with a number of such changes through French from Latin *probare*. French *Avril* ("April"), from Latin *Aprilis*, and Spanish *sodo* ("all"), from Latin *totum*, indicate changes in pronunciation. Other examples of changes in pronunciation and spelling will be given later.

*Changed Sounds for Letters*

**I**N MANY instances the pronunciation of words has changed, while the spelling has remained the same. At one time the pronunciation of English "peer" was like that of modern "pair." In England "merchant" was once commonly pronounced *marchant*, and "clerk" is still pronounced *clark* by most persons in the British Isles. Sometimes the speech of uneducated persons has kept the pronunciation which was

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*One of the many fine text pages in "Language and Its Growth" (Scott, Foresman & Co.). Note the Centaur numeral and initial*

alone—and for how many textbooks can one say that?—is "Principles and Types of Speech." This has an agreeable title-page, good paper and binding (gray, natural finish cloth stamped in black ink), chapter headings in upper and lower case open type, and numerals in a larger size of the same face. The feature which gives this book its especial interest, however, is the use of small drawings done in wood-engraving style, starting off each chapter in the position usually occupied by an initial letter. In spite of their large areas of black, and their fine white lines, they are neatly printed. One might say on first thought that they are too heavy to be used with the delicate open face type used for the headings, and yet it may be good psychology to introduce a subject to young people by focusing their attention on a picture which leads them into the text.

The other two books from this enterprising company are workbooks, bound not in cloth but in printed paper covers over boards. The paper pattern runs over the recto and verso except for solid panels containing the title in reverse. We do not know how much

of a saving this actually effects in binding, as compared with cloth, but it is a great deal better looking than cheap cloth.

"Better Sentences," one of the workbooks, appears at first glance to have very odd margins, the inside margin being much the greater of the four. It is not until one notices the tiny perforations near the gutter that the reason becomes apparent. Many of the pages are meant to be torn out. The paper is good, the title-page ordinary, but the chapter heads are handsome in that little-used and beautiful face, Le Cochin, which appears quite companionable with the Baskerville text.

That British as well as American publishers are thinking more seriously about lifting text books out of the mire is attested by the fact that two articles in a recent issue of *The Monotype Recorder* are devoted to this subject. R. D. Morss, a director of Ginn and Company, Ltd., of London writes: "The first appeal of a book is its physical appeal. A carelessly or inappropriately clothed book holds out no promise to the potential reader,

## 20

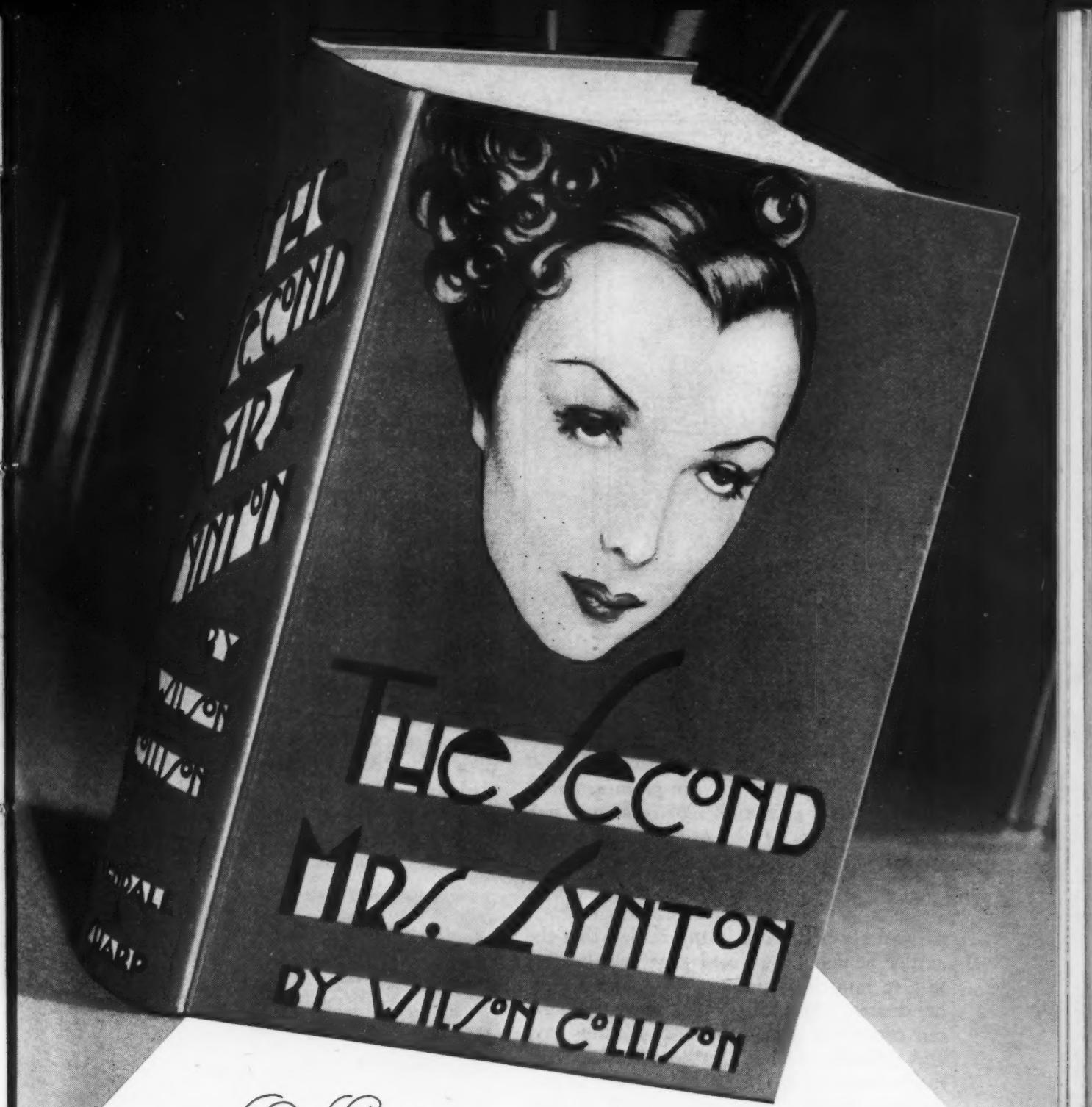
*Speeches to Secure Goodwill*

EVERY speech, of course, seeks the goodwill of the audience; but the type of speech here considered has this object as its direct and primary aim. In a sense, the goodwill speech is informative in character, telling as it does about the organization for which public support is sought; in another sense, its purpose is to convince or actuate, yet it must not be argumentative—the appeal for support must be subordinated or at times even hidden. Paradoxically, the goodwill speech is an informative speech the object of which is to stimulate, convince, or actuate—a sort of hybrid, combining the characteristics of two basic types of speech considered in Part II. Goodwill speeches of this sort have within recent years begun to play an important part in the public relations of many business firms. More than eighteen hundred speeches of this type were made in one year by the representatives of a single large Chicago corporation. But business firms are not alone in this practice; schools, churches, clubs, and public institutions—all employ this technique for obtaining public support.

*Typical Situations Appropriate for Goodwill Speeches.* (a) Luncheon club meetings present an excellent opportunity for such talks. Clubs of this sort offer an audience composed of leading men or women from all types of business and professional life. Meetings are semi-social in nature with the result that good feeling is practically guaranteed. Such groups are interested in civic affairs and in the workings of other men's businesses. To gain the support and goodwill of groups like this is

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*One of the interesting chapter openings of "Principles and Types of Speech" (Scott, Foresman & Co.)*

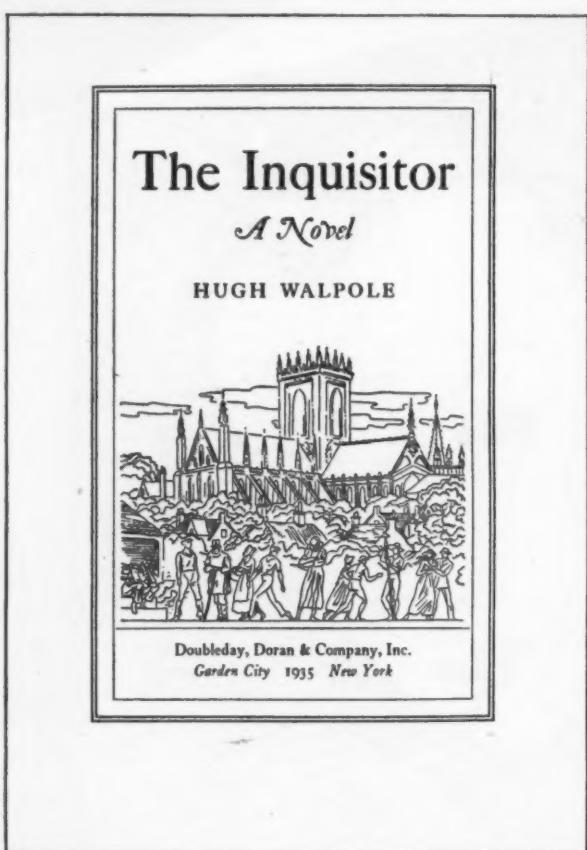


Offset printing on  
**HOLLISTON BINDING FABRICS**

In the development of a wide range of surface finishes suitable for offset printing, Holliston has opened up unlimited opportunities for the creation of a new technique in cover decoration. An idea of the beauty and distinctiveness possible to achieve, is seen in the cover of, "The Second Mrs. Lynton," a Holliston bound book shown here through the courtesy or Kendall & Sharp, publishers.

These Holliston fabrics are available in waterproof and regular finish book cloths, in light or dark colors, permitting infinite varieties of striking effects, all of which are as durable as they are attractive.

**THE HOLLISTON MILLS, INC., NORWOOD, MASS.**  
BOSTON · NEW YORK · PHILADELPHIA · CHICAGO · ST. LOUIS



An interesting title-page for a historical novel in which the title line is given prominence by the use of caps and lower case in a large size and the balance of the page, including the picture, is subordinated by a lighter weight of type and line

particularly if he be a young reader, that the author behind the printed page will be able to give him the instruction or entertainment he desires. Specialists in book production can contribute greatly towards making easy and friendly contact between author and reader through their combined efforts in producing a finished book which in all its technical details will be a perfect expression of its content. Much will depend on the skill with which they mould the new school book to its purpose."

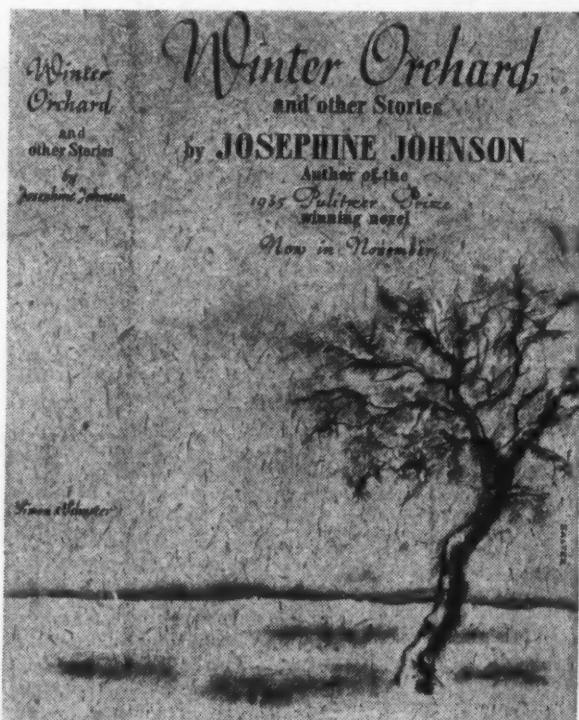
In the same issue the editors write: "The time is most surely coming when the presentation of a book to a child will not be the careless and patronizing gesture that it so often is today. Sentimental illustrations, shabby or ugly type and careless presswork will seem monstrous in a juvenile book then."

Needless to say, both publishers and typographers here will watch developments in Great Britain with the greatest interest. The British Isles are the source of many of the

greatest classics in children's literature. Will Britain or America be first to give such books honorable typographic treatment?

If nominations were taken among booksellers for the best jacket of this or the last few months, we believe that Georg Salter's work on "Winter Orchard" would head the list. Printed in three colors—brick-red, black and blue-gray on an unusual rough paper known as Thread-tone, the total effect is completely right, in composition and in mood. Georg Salter's greatest gift is in being able to get beneath the skin of a text. Although the jacket has been printed by offset, the fine black lines of the tree appear almost to have been etched. The book has labels done in the same technique pasted on panels air-brushed in gray. The gray edge thus achieved is pleasant, but the air-brushing gives no counter sinking for the label, and consequently no protection to it. Labels are a risk, at best, and they become a double risk when they are simply pasted on top of the cloth. The text (in Baskerville) is neatly set and printed.

In its quiet way, the Commonwealth Fund does consistently good work with what a trade book designer would consider ungrateful material. Here is a book called "Aphasia," handled with dignity. The text



A jacket by Georg Salter which gets beneath the skin of the text (Simon & Schuster)

## A NEW LINOTYPE FACE

## E L E C T R A

*Designed by W. A. Dwiggins*

THERE is the same feeling to Electra that there is to a streamlined train, or motor car, or airplane. A feeling that it is precisely suited to its purpose. That its parts all work together to a common end. That its ample energy is under complete control. Electra expresses in terms of letter design the spirit of the age in which we are living. It is modern in the best sense of the word.

You will see the first use of this important new face in the current issue of the *Colophon*. The twelve point size, used in this announcement, is now available, and other sizes are in preparation.

MERGENTHALER LINOTYPE CO., BROOKLYN, N. Y.

SAN FRANCISCO • CHICAGO • NEW ORLEANS  
CANADIAN LINOTYPE, LIMITED, TORONTO, CANADA  
*Representatives in Principal Cities of the World*

TEXT: 12 POINT ELECTRA 8 POINT LEADED WITH BODONI BOOK

TRADE **LINOTYPE** TRADE

is set in Granjon with good margins. There is a satisfying jacket printed in dark red ink on brick-colored paper. From title page to text page to binding the book is handled with competence and good taste.

Something in the nature of a style for the bindings of historical novels seems to be developing if "The Inquisitor" (Doubleday, Doran) and "Richard Savage" (Viking) are straws in the wind. Both make use of a large picture on the binding enclosed in rules, subordinated by the color scheme in such a way that it becomes first a design and secondarily a picture. It is a plan with good possibilities, when the drawing is done in open outline form, without solid areas, as it is in both these cases.

## W. A. D. Tells How He Designed New Type Face, Electra

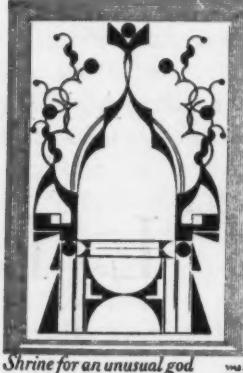
IN A BOOKLET entitled "Emblems and Electra," just published by the Mergenthaler Linotype Company, W. A. Dwiggins, designer of the emblems and the new type face, tells an interesting story about the designing of Electra. The emblems originally appeared in the *Saturday Review of Literature* and were accompanied by quatrains written by William Rose Benét.

Electra falls within the modern family of type styles, but has been drawn to avoid the extreme contrast between thick and thin elements that marks most modern faces. The design is not based on any traditional model, and is not an attempt to revive or to reconstruct any historic type. Electra provides a new type texture for book page composition.

In an imaginary and whimsical conversation with an ancient sage, Mr. Dwiggins tells how he planned to design a type face adjusted to the tempo of today, as designers of the past drew faces to meet the needs of their times.

Toward the end of the booklet Mr. Dwiggins says about Electra:

"There are a couple of touches that I'd like to point out. The weighted top serifs of the straight letters of the lower-case: that is a thing that occurs when you are making formal letters with a pen, writing quickly. And the flat way the curves get away from the straight stems: that is a speed product."



At last, the Tabernacle Satisfying!

Vain humankind, discard all doubt and fear,

Your dreams its void with various forms supplying,

Unless, indeed, you place a mirror here!

*A page from "Emblems and Electra" showing the new Electra type designed by W. A. Dwiggins.*

## Cleland Illustrates First Book

WHEN AMERICAN BOOK collectors discuss the important illustrators of books, they invariably include T. M. Cleland in the list; so it is interesting to know that, previous to this very month, T. M. Cleland never completely illustrated a book! He is famous for his work in designing and decorating book pages; five years ago, The Pynson Printers produced a lavish catalog of reproductions of the work of T. M. Cleland. But the first book completely illustrated by Mr. Cleland is a two-volume edition of "Tristram Shandy" which The Limited Editions Club is issuing to its members this month. The entire edition is designed by Mr. Cleland, the special marbled paper for the binding having been made with his own hands. But there are in addition sixty illustrations from Mr. Cleland's pen. And it is probable that, because his first complete set of illustrations took him three years to complete, this is the reason why T. M. Cleland, one of the greatest of American book illustrators, has only now illustrated his first book.

THE  
METHODIST  
HYMNAL

THE  
METHODIST  
HYMNAL

*Bound in ROXITE*

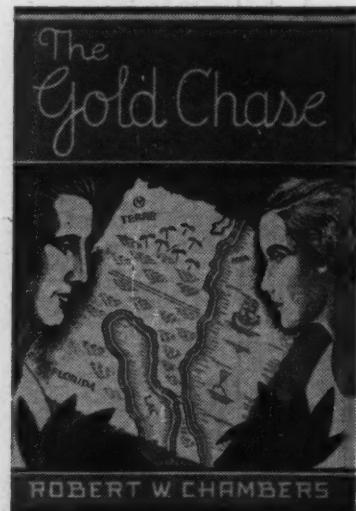
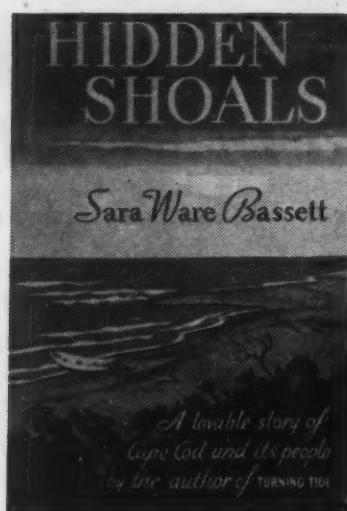
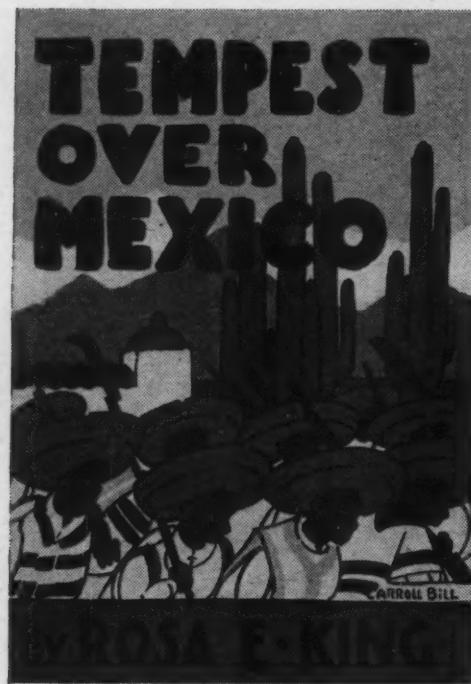
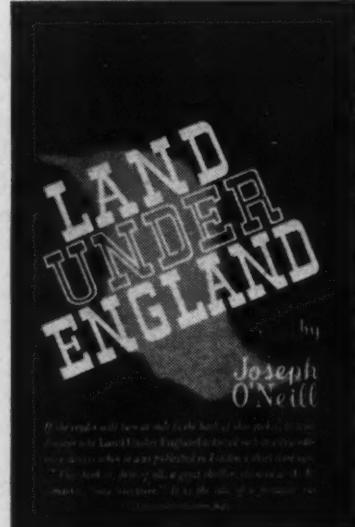
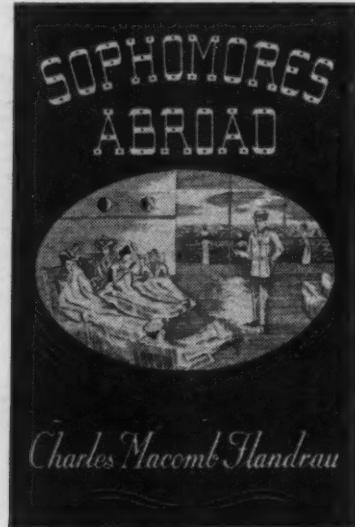
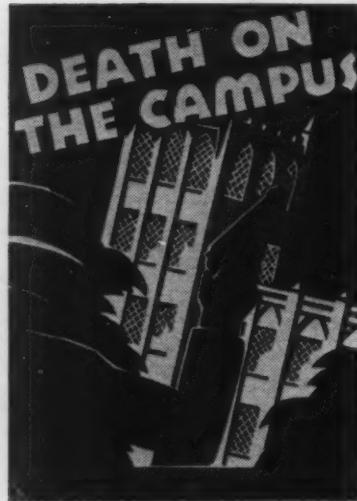
*...for service in all Countries . . . all Climates*

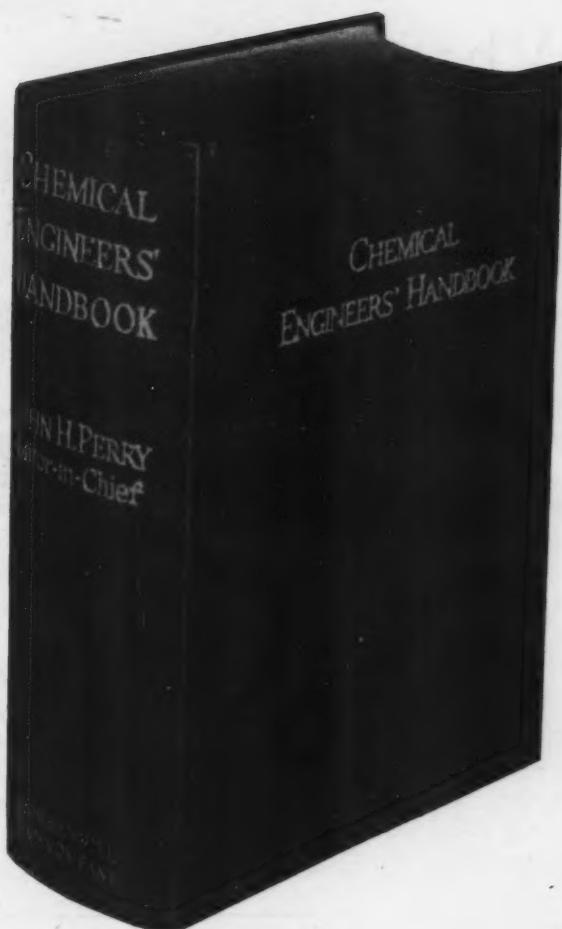
From the mission schools in the steaming Tropics to the icy fastness of the Northlands, this new Methodist Hymnal will carry on its splendid work immune from the ravages of wear and weather. For Roxite will not crack or peel, is water proof and vermin proof. Roxite is rub-proof—it will not stain the whitest glove. After months of hard usage it can be washed as clean and sanitary as when new. . . Published by the Publishing House of the Methodist Episcopal Church, South, Nashville, Tenn.

THE HOLLISTON MILLS, INC., NORWOOD, MASS.

BOSTON NEW YORK PHILADELPHIA CHICAGO ST. LOUIS

## Fall Book Jackets Present a Colorful Pageant





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MOISTURE  
PROOF  
• washable •  
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*Two vital qualities* that represent real dollar value and common sense in books of reference, textbooks and handbooks are certainly combined in this volume. Its appearance earns a place on desk or library, and its imperviousness to usage makes it ideal for laboratory, classroom or field. McGraw-Hill combine *both* these qualities in their binding—**KERATOL**—the ideal surface protection for *all* books worth keeping in good condition. Select Keratol for your bindings; get samples for testing!

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192 TYLER ST. NEWARK, • • NEWARK, N. J.

## What's News

THE THIRD ANNUAL Book Auction of the American Institute of Graphic Arts will be held on October 15th or thereabouts. The Institute promises that it will be the outstanding party of the Institute year, with a grand evening of food, bargains, ballyhoo and conviviality. Members are being asked to contribute books and prints for the auction. They should be sent to Miss Blanche Decker, A.I.G.A., 125 East 46th Street, New York City. William C. Euler is chairman of the Book Auction Committee.

THE ANNUAL MEETING of the Book Manufacturers' Institute will be held in Atlantic City, N. J., on Thursday and Friday, September 19th and 20th. All members of the industry are invited to be present whether or not they are members of the Institute. The meeting will be devoted strictly to business and discussion of matters of present interest to the industry. There will be no outside speakers and no program of entertainment.

THE EXHIBITION of European and American textbooks, which has been on display at the Lakeside Press Galleries in Chicago and which was discussed by William A. Kittredge in the *Publishers' Weekly* for April

*better paper  
better books*

*Elmer E. Cole*

6, 1935, and in subsequent Bookmaking departments, will be shown in New York next February at the National Arts Club, 15 Gramercy Park.

ORGANIZATION WORK has begun for the 12th Annual Exhibition of Printing for Commerce which will be held by the American Institute of Graphic Arts in New York in November. All those who are interested are invited to send to the Institute office examples of their best work produced since September, 1934. A printed folder, giving requirements will be sent on request by the Institute. The material for consideration will include all types of printed matter produced for sales purposes—booklets, folders, brochures, books for advertising, calendars, etc. Book publishers in their promotional work produce much material that is eligible for this national exhibit. The address of the American Institute of Graphic Arts is 125 East 46th Street, New York City.

### BOOK PRINTING

Booksellers, publishers, and private persons are invited to write for estimates on any sort of edition, handsomely and economically produced by an experienced book designer.

THE BEEKMAN HILL PRESS  
111 East 26 Street      New York, N. Y.

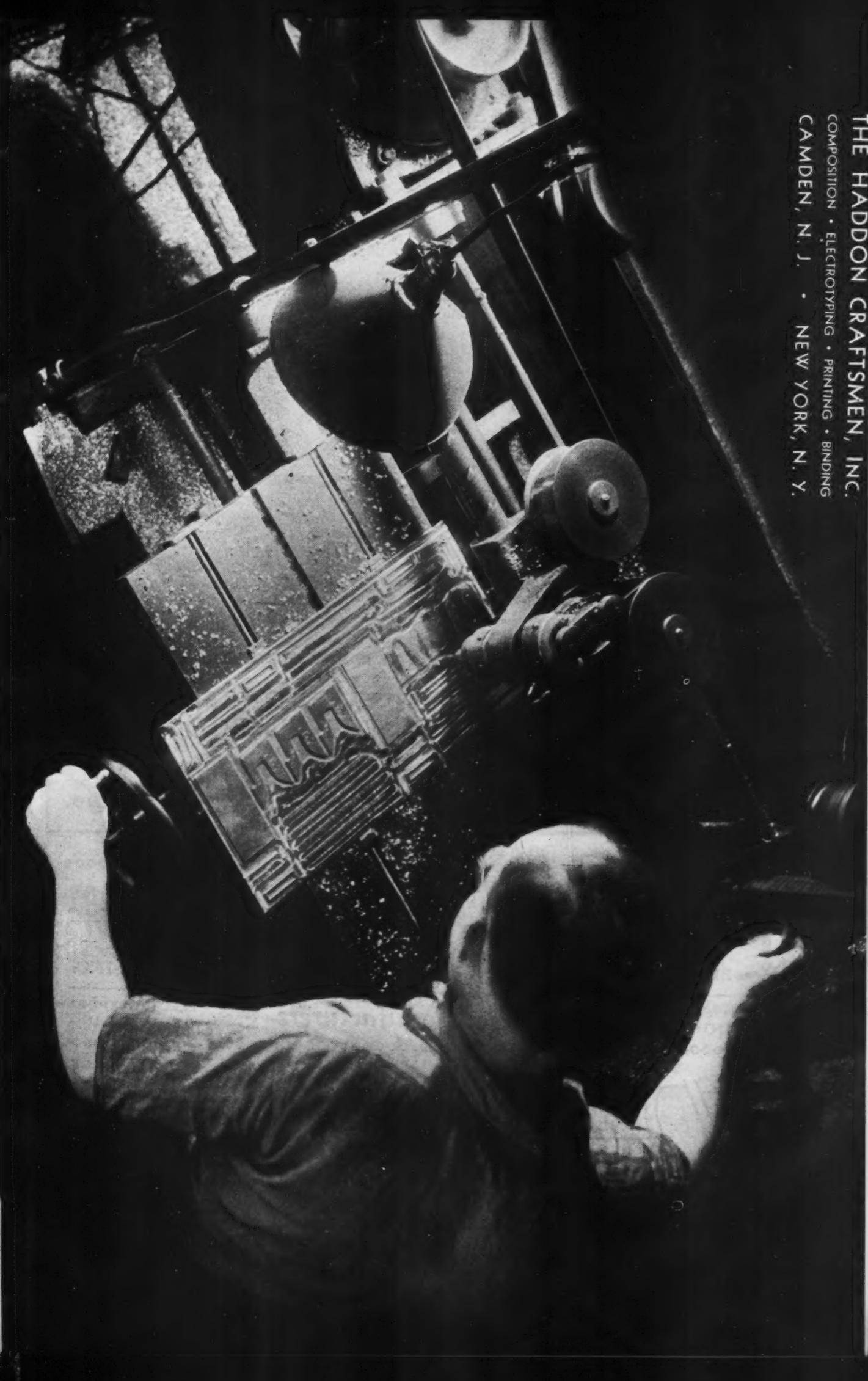
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**THE HADDON CRAFTSMEN, INC.**

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CAMDEN, N. J. • NEW YORK, N. Y.



A NEW INVENTION for printing from type without makeready is described by Harold Cadmus, manager of the Scribner Press, in the August issue of *Bookbinding Magazine*. This invention makes use of a dwarf type, .7 inch high in contrast with the .918 of standard type. The dwarf type is contained in a composing machine called the "Set-o-Type" which delivers the type to grooves of a rigid curved plate, for use on a rotary press. Book forms of 64 pages with an edition of 5,000 have been successfully printed in an hour's time, the article states. The inventor is J. Bailey, a director of Manifoldia, Ltd., in London.

SEVERAL BOOKMAKING COURSES will be given at Columbia University under the direction of the Library Service School this year.

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*The Printing-Office  
of the  
Yale University Press  
With Personnel, Equipment and  
Organization for Good Printing  
New Haven*

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Robert Josephy will give a course on the mechanics of bookmaking which will be held on Thursday evenings at 7:30. During the winter term Dr. Hellmut Lehmann-Haupt will give a course on "The History of Bookmaking" on Wednesday evenings from 7:30 to 9:10. During the spring term he will give a course on "Modern Bookmaking" at the same hour. Kathryn and Gerhard Gerlach will repeat their course on the Art of Hand Bookbinding during the winter term. Registration will be from September 23rd to 26th.

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TYPESETTING  
PRINTING

## Book Manufacturers

ELECTROTYPING  
BINDING

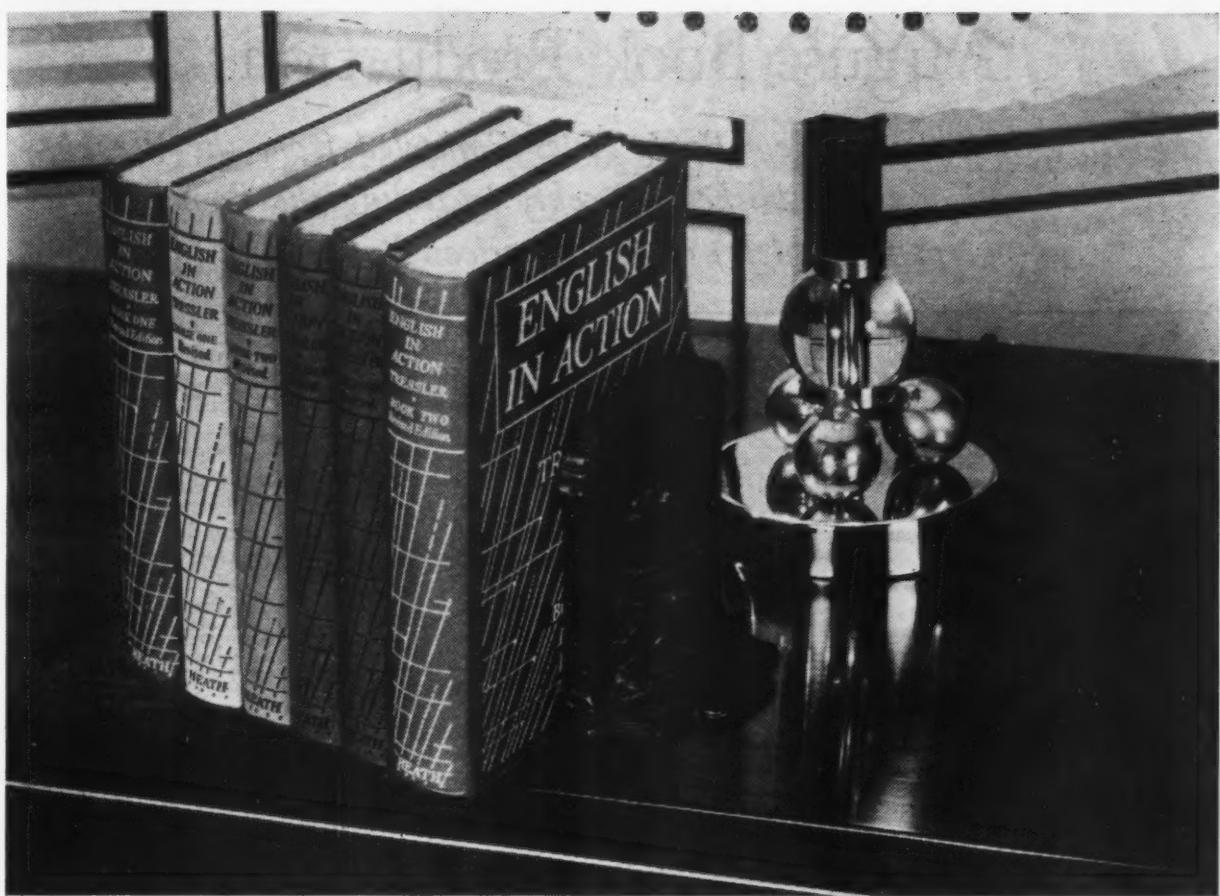


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## TEREK EDUCATIONAL CLOTH for HEATH BOOKS

D. C. Heath and Company has adopted TEREK Educational Cloth for their Tressler "English in Action" Series.\* The house of Heath has just entered upon the fiftieth year of its progressive career. We are proud of the fact that it has adopted TEREK CLOTH for this important series. Our four years of pioneer manufacturing experience, resulting in millions of school books bound in our pyroxylin impregnated book cloths for the leading educational publishers, testify to the merits of TEREK.

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(\* Bound by the Plimpton Press, Norwood, Mass.)

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## August Book Production

*Monthly Statistics of New Book Titles Compiled from the Weekly Record of the Publishers' Weekly Including the Books (Not Pamphlets) of All American Publishers*

CLASSIFICATION	August, 1935			August 1934	8 mos. 1935	8 mos. 1934
	New Books	New Editions	Totals (4 weeks)	Totals (4 weeks)	Totals	Totals
Philosophy, Ethics . . . . .	11	1	12	10	134	126
Religion, Theology . . . . .	34	5	39	41	377	319
Sociology, Economics . . . . .	27	6	33	45	427	403
Law . . . . .	6	2	8	3	49	33
Education . . . . .	22	7	29	6	166	117
Philology . . . . .	11	1	12	4	126	116
Science . . . . .	34	17	51	25	249	223
Technical Books . . . . .	4	4	8	17	133	111
Medicine, Hygiene . . . . .	13	5	18	19	185	193
Agriculture, Gardening . . . . .	5	—	5	3	64	44
Domestic Economy . . . . .	3	1	4	6	28	53
Business . . . . .	7	—	7	15	103	96
Fine Arts . . . . .	11	—	11	10	123	99
Music . . . . .	4	—	4	8	48	30
Games, Sports . . . . .	10	3	13	7	94	86
Literature, General . . . . .	35	1	36	18	239	199
Poetry, Drama . . . . .	26	5	31	29	366	305
Fiction . . . . .	123	98	221	168	1424	1202
Juvenile . . . . .	60	15	75	45	288	246
History . . . . .	25	18	43	25	295	290
Geography, Travel . . . . .	11	2	13	15	133	158
Biography . . . . .	34	4	38	29	298	290
Miscellaneous . . . . .	3	—	3	4	29	29
<b>Totals . . . . .</b>	<b>519</b>	<b>195</b>	<b>714</b>	<b>552</b>	<b>5378</b>	<b>4768</b>

For August, 1934, the totals were:

New books . . . . .	457	New editions . . . . .	95	Totals . . . . .	552
Increase . . . . .	62	Increase . . . . .	100	Increase . . . . .	162

Totals for 8 months, 1935, show an increase of 610 from totals of 8 months, 1934.

# The Weekly Record

*Describes and Indexes the New Books of all Publishers in a Convenient Reference and Buying List for Bookstores and Libraries*

Ar: Fine Arts  
Bi: Biography  
Bu: Business

Dr: Drama  
Ec: Economics  
Fi: Fiction

Hi: History  
Ju: Juveniles  
Mu: Music

Po: Poetry  
Re: Religion  
Sc: Science

Sp: Sports  
Tr: Travel  
C.I.: Collectors' Item

<b>Albertson, Rev. G. V.</b>	<b>Re</b>	<b>Ayres, Ruby Mildred [Mrs. Reginald William Pocock]</b>	<b>Ju</b>
Kingdom stories; the life and labors of Rev. G. V. Albertson. 240p. front. (por.) D [c. '35] Bost., Ruth Hill	2.00	Some day. 292p. D c. Garden City, N. Y., Doubleday	2.00
Stories of pioneer missionary work, based on the author's own experiences.		Denise Leggatt learns a lesson in love before she finds happiness with Peter.	
<b>Aldin, Cecil Charles Windsor</b>	<b>Ju</b>	<b>Bacon, Frances Atchinson</b>	<b>Ju</b>
Farm yard puppies [il. by the author]. no p. il. (pt. col.) sq. O ['35] N. Y., Oxford bds., 1.25		Turkey tale; il. by Grace Paull. 48p. sq. S [c. '35] N. Y., Oxford bds., .75; washable cl., 1.00	
Verse and drawings, about two pups in farmyard adventures.		A true story about the adventures that befell Oscar, a white turkey who became the pet of a Baltimore poultry store.	
<b>Aldington, Richard</b>	<b>Po</b>	<b>Baruch, Mrs. Dorothy Walter</b>	<b>Ju</b>
Life quest. 37p. O c. Garden City, N. Y., Doubleday	1.50	I know a surprise; il. by George and Doris Hau- man. no p. il. (col.) O c. Bost., Lothrop	
A poem expressing moods, meditations and variations on the theme of the life quest.		bds., 1.00	
<b>Ames, Elinor</b>		Nancy shares her surprise with her five pets and her doll. For young children.	
Elinor Ames' book of modern etiquette [foreword by Mrs. Charles Dana Gibson]. 514p. il. O c. N. Y., W. J. Black buck., 3.00		<b>Beebe, William</b>	
Covering all the occasions of modern social life. Fully illustrated, with some of the photographs in unusual diagrammatic form.		Nonsuch: land of water. 270p. front. O [c. '32] N. Y., Blue Ribbon B'ks	1.00
<b>Anderson, Forrest</b>	<b>Po</b>	<b>Beer, Max</b>	
Sea pieces and other poems [lim. ed]. 53p. O c. N. Y., Cassowary Press, 433 W. 21st St.		Fifty years of international Socialism. 239p. D '35 N. Y., Macmillan	2.00
bds., 2.00		A Galician Jew describes his experiences and activities as a Marxist Socialist in Poland, Germany, France, England, Russia and the United States during the past fifty years.	
Thirty poems about the sea and the men who follow the sea by an American poet.		<b>Belloc, Hilaire</b>	<b>Hi</b>
<b>Ashbrook, Harriette</b>	<b>Fi</b>	Shorter history of England; school ed. 675p. O '35 N. Y., Macmillan	2.40
A most immoral murder. 297p. D [c. '35] N. Y., Coward-McCann	2.00	<b>Benson, Edward Frederic</b>	<b>Fi</b>
A Spike Tracy murder mystery.		The worshipful Lucia. 303p. D c. Garden City, N. Y., Doubleday	2.50
<b>Atkinson, Agnes Akin</b>	<b>Ju</b>	Miss Mapp and the incomparable Lucia engage in lively civic rivalry in the town of Tilling.	
Blinky; a biography of a ringtail. 109p. il. O c. N. Y., Viking	1.50	<b>Bosworth, Halliam</b>	<b>Dr</b>
A story for children from 6 to 10 about a young ringtail, illustrated with photographs of these wild animals which the author's husband took at their home on the edge of the Angeles National Forest.		Technique in dramatic art; rev. trade ed. 506p. D '35 N. Y., Macmillan	3.50

THIS LIST aims to be a complete and accurate record of American book publication. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place, not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from the title-page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case the word "apply" is used. When not specified the binding is "cloth."

Imprint date or copyright date is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n. d.]

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo; 20 cm.); S (16mo; 17½ cm.); T (24mo; 15 cm.); sq., obl., nar., designate square, oblong, narrow.

★ indicates a translation from a foreign language, a key used at the request of the International Institute of Intellectual Cooperation of the League of Nations.

<b>Bowen, Marjorie, pseud.</b> [Mrs. Gabrielle Margaret Vere Campbell Long, Robert Payne, George Preedy, John Winch, pseud.] <b>Bi</b>		
The scandal of Sophie Dawes. 310p. (2p. bibl.) front. (por.) O c. N. Y., Appleton-Century	2.50	
The amazing life story of a woman who rose from the gutter to a position of complete power over the Prince de Bourbon Condé in the time of Louis Philippe.		
<b>Briffault, Robert</b> <b>Fi</b>		
Europa; the days of ignorance. 501p. O c. N. Y., Scribner	2.75	
A panorama of European society, high and low, during the three decades that culminated in the World War.		
<b>Brink, Raymond Woodward</b>		
Intermediate algebra; a textbook for schools and colleges. 280p. diagrs. D [c. '35] N. Y., Appleton-Century	1.35	
<b>Brobeck, Florence</b> <b>Fi</b>		
The cat on the mat. 72p. il. D c. N. Y., A. L. Glaser & Co.	1.00	
Brief stories about city and country cats.		
<b>Bromfield, Louis</b> <b>Fi</b>		
The Louis Bromfield trilogy; The green bay tree, Possession, Early autumn. 1141p. O [c. '24-'26] N. Y., Blue Ribbon B'ks	1.00	
<b>Brousseau, Jule</b> <b>Fi</b>		
A preface to maturity. 458p. O [c. '35] N. Y., Crowell	2.50	
The story of an American girl's attempt to "find herself." The scene is New York and vicinity from the early years of the century to the depression.		
<b>Brown, Clarence Emerson</b>		
My animal friends. 274p. il. O ['35] N. Y., Blue Ribbon B'ks	1.00	
<b>Bullett, Gerald William</b> <b>Ju</b>		
The story of English literature. 95p. (bibl.) front. D (How-and-why ser., no. 20) '35 [N. Y., Macmillan]	1.00	
<b>Burchfield, Laverne</b>		
Student's guide to materials in political science. 431p. (bibls.) O [c. '35] N. Y., Holt	3.00	
<b>Burroughs, Edgar Rice</b> <b>Fi</b>		
Tarzan and the Leopard Men. 332p. il. D [c. '35] Tarzana, Cal., Edgar Rice Burroughs, Inc.	2.00	
A Tarzan adventure tale of mysterious Africa and a peculiarly savage tribe known as the Leopard Men.		
<b>Campbell, Charles Macfie</b>		
Destiny and disease in mental disorders; with special reference to the schizophrenic psychoses.		
<b>A'Hearn, Catherine: Chisholm, J. L. L.</b>		
Banking (grade 7); Insurance (grade 9). 24p. (bibls.) O (Teachers' lesson unit ser., no. 86) [c. '35] N. Y., Teachers Coll., Columbia Univ.	.25	
<b>Alldredge, E. P., D.D.</b>		
Southern Baptist handbook, 1935. 442p. il. O '35 Nashville, S. S. B'd of So. Bapt. Convention	.50	
<b>Banerjee, Debendra Nath</b>		
The reforms scheme; a critical study. 194p. S '35 N. Y., Longmans	.50	
<b>Becker, Leona E.</b>		
The voice of faith, Martin Luther [drama]. 32p. O [c. '35] Phil., United Lutheran Pub'n House	.50	
<b>Boyer, Raymond H.</b>		
A workbook for arithmetic; 2nd—4th grades. 96p., ea. O '35 Oklahoma City, Harlow Pub. Co.	.25	
<b>Caldwell, Katherine</b>		
Easy way cake book; for beginners and the best of cooks. 32p. O '35 Milwaukee, Caspar, Krueger, Dory	.25	
<b>Cassady, Ralph, jr., and Ostlund, Harry J.</b>		
The retail distribution structure of the small city. 107p. maps O (Economics and business ser., no. 12) '35 Minneapolis, Univ. of Minn. Press	.50	
<b>Clarke, Eleanor P.</b>		
Designs on the prehistoric pottery of Arizona. 76p. (op. bibl.) il. (pt. col.), maps, diagrs. O (Univ. of Ariz. bull., v. 6, no. 4; social sci. bull. no. 9) '35 Tucson, Univ. of Ariz.	.50	

<b>Craigie, Hamilton</b>	<b>Fi</b>	
Ranch of the raven. 253p. D [c. '35] N. Y., Phoenix Press	2.00	
Black Steve Annister shoots his way in and out of trouble, asking questions as he goes until he solves the problem of "disappearing" desperadoes.		
<b>Credle, Ellis</b>	<b>Ju</b>	
Across the cotton patch [il. by the author]. no p. obl. O c. N. Y., Nelson	1.50	
A picture-story-book about a little girl and her brother Billy who lived on a southern plantation and played with three little pickaninnies.		
<b>Culver, Kathryn</b>	<b>Fi</b>	
Love is a masquerade. 254p. D [c. '35] N. Y., Phoenix Press	2.00	
Stage-struck Sylvia Hale becomes maid to a famous actress in order to win by strategy the actress's forthcoming rôle in "Golden Wings" written by Duncan MacLean, beloved by both young women.		
<b>Curme, George Oliver</b>		
Parts of speech and accidence. 383p. O (Grammar of Eng. lang., v. 2) [c. '35] Bost., Heath	3.50	
<b>Curts, Paul Holroyd</b>		
Readings in scientific and technical German; an introduction to general science in German. 420p. il., diagrs. D [c. '35] N. Y., Holt	1.75	
<b>Dane, Clemence, pseud. [Winifred Ashton]</b>	<b>Fi</b>	
Legend. 199p. D '35, c. '20 Garden City, N. Y., Doubleday	2.00	
This novel has been out of print.		
<b>Darby, Ada Claire</b>	<b>Ju</b>	
Keturah came 'round the Horn; a story of old California. 296p. il., map D c. N. Y., Stokes	1.75	
The adventures of Keturah, a New England girl, who went around the Horn to San Diego with her sea-captain father in 1846. For older girls.		
<b>Dasent, Arthur I.</b>		
A history of Grosvenor Square. 272p. il. O '35 N. Y., Macmillan	7.00	
	<b>Ju</b>	
<b>D'Aulaire, Ingri Mortenson [Mrs. Edgar Parin D'Aulaire] and D'Aulaire, Edgar Parin</b>		
Children of the northlights [il. by the authors]. no p. il. (pt. col.) F [c. '35] [N. Y., Viking]	bds., 2.00	
A story of two little Lapp children, for children from 5 to 9.		
<b>Deeping, Warwick</b>	<b>Fi</b>	
The golden cord. 405p. D c. N. Y., Knopf	2.00	
London is the background of this story of a mother's devotion to her son's career in the face of tremendous difficulties.		
<b>Dauatin, William C.</b>		
Feeding for color; a monograph on the discovery of new substances for color feeding and their methods of application; for fanciers and breeders of birds and the progressive fancy in general. 16p. front. (por.) nar. D [c. '35] [Redlands, Cal., Author, 255 Terracina Blvd.]		
Evolution of foliar types, dwarf shoots, and cone scales of <i>Pinus</i> , with remarks concerning similar structures in related forms. 106p. diagrs. (Univ. of Ill. biological monographs, v. 13, no. 3) '35 Urbana, Univ. of Ill. pap., .25		
<b>Doak, Clifton Childress</b>		
Faculty personnel; a directory of the instructional staffs of the member schools of the American Association of Collegiate Schools of Business. 300p. O '35 Fayetteville, Ark., Chas. C. Fichtner, Sec'y, Amer. Ass'n of Collegiate Schools of Business, Univ. of Ark. pap., 3.00		
<b>Ellenoff, H.</b>		
A printer tells the president; how to create more jobs than men without cost to government. 32p. O [c. '35] [N. Y., Author, c/o Beaverbrooke Pr. Co., 409 Pearl St.]	pap., .25	
<b>Emerson, Charles Phillips</b>		
The nervous patient; a frontier of internal medicine. 466p. (bibls.) O [c. '35] Phil., Lippincott	4.00	
<b>Felix, Rev. Richard</b>		
Apostles' Creed. 190p. S '35 Milwaukee, Caspar, Krueger, Dory	pap., 1.25	
<b>Filipetti, George and Vaile, Roland S.</b>		
The economic effects of the NRA; a regional analysis. 108p. O (Economics and business ser., no. 11) '35 Minneapolis, Univ. of Minn. Press	pap., 1.50	
<b>Fitzgerald, J. Anderson, comp.</b>		
Faculty personnel; a directory of the instructional staffs of the member schools of the American Association of Collegiate Schools of Business. 300p. O '35 Fayetteville, Ark., Chas. C. Fichtner, Sec'y, Amer. Ass'n of Collegiate Schools of Business, Univ. of Ark. pap., 3.00		
<b>Fitzgerald, James Augustine and others</b>		
My Corona typewriting book; designed and arranged for the little folks. 53p. il. (pt. col.) O [c. '35] Syracuse, N. Y., L. C. Smith & Corona Typewriters, Inc. apply		

**Gillette, William Hooker**

Sherlock Holmes; a play, wherein is set forth the strange case of Miss Alice Faulkner; based on Sir Arthur Conan Doyle's incomparable stories; introd. by Vincent Starrett; reminiscent notes and il. by Frederic Dorr Steele. 221p. D c. Garden City, N. Y., Doubleday 2.00

This is the first American edition of the play which the American actor, William Gillette, famous for his rôle of Sherlock Holmes, wrote from the stories of Conan Doyle.

**Glasscock, Carl Burgess**

The war of the copper kings; builders of Butte and wolves of Wall Street. 314p. (bibl. note) il. O [c. '35] Ind., Bobbs-Merrill 3.00

An account of an exciting and colorful episode in American history—the fight for control of Montana mining interests in the last part of the 19th century.

**Gooch, R. K.**

The French parliamentary committee system. 273p. (bibl. footnotes) O (Pub'n of Univ. of Va. Inst. for Research in Social Science no. 21) c. N. Y., Appleton-Century 2.75

**Gordon, Grace**

Patsy Carroll stories for girls. [4 v. in 1]. 128op. front. D [c. '35] N. Y., Cupples & Leon 1.00

**Govan, Mrs. Christine Noble**

Five at Ashefield. 201p. il. (col. front.) O c. [Bost.], Houghton 2.00

The happy story of four city-bred children who, after their father's death, went to live on their Aunt Annie's farm in the foothills of the Appalachians.

**Green, Frederick Charles**

Minuet; a critical survey of French and English literary ideas in the eighteenth century. 496p. (bibl. footnotes) O [c. '35] N. Y., Dutton 4.00

The author is a professor of French at the University of Toronto.

**Greer, James Kimmins**

Grand Prairie. 284p. (bibl. notes) il., maps D [c. '35] Dallas, Tex., Tardy Pub. Co. 2.00

A study of the economic and social conditions and movements of the Grand Prairie region of Texas between 1850 and 1890.

**Greer, Margaret Rutledge and others, eds.**

Prose and poetry adventures. 798p. (bibls.) il. (col. front.) O (Prose and poetry ser., 8th yr.) [c. '35] Syracuse, N. Y., L. W. Singer Co., 249 W. Erie Blvd. 1.44

Prose and poetry journeys. 750p. il. O (Prose and poetry ser., 7th yr.) [c. '35] Syracuse, N. Y., L. W. Singer Co., 249 W. Erie Blvd. 1.36

**Grierson, Francis Durham**

Murder in black. 279p. D (Tired business man's lib.) c. N. Y., Appleton-Century 2.00

Superintendent Sims of the C. I. D. puts an end to the series of mysterious murders that were terrorizing London.

**Gross, Ralph**

Measured economy. 63p. '35 Bost., Christopher 1.00

**Grant, Ernest Ross**

Beastie life; zoological rhymes. 27p. D [c. '35] [Wash., D. C., Author, 800 16th St., N. W.] pap., 1.00

**Gregg, John R.**

A pictorial story of shorthand. 12p. il. Q [c. '35] [N. Y., Gregg] pap., 2.00

**Haggard, Howard Wilcox, M.D.**

The lame, the halt, and the blind; the vital rôle of medicine in the history of civilization. 444p. il. O [c. '32] N. Y., Blue Ribbon B'ks 1.00

**Hamilton, Clayton Meeker**

"So you're writing a play!" 271p. D c. Bost., Little, Brown 1.75

An informal discussion of playwriting craftsmanship.

**Harrow, Benjamin and Sherwin, Carl Paxson, eds.**

A textbook of biochemistry. 797p. (bibls.) diagrs. O '35 Phil., Saunders 6.00

**Harvey, Gene**

Pack up your sins; a novel. 255p. D [c. '35] N. Y., Phoenix Press 2.00

The risqué story of a hysterical houseparty.

**Hearn, W. E.**

First Australian economist. 80p. D '35 N. Y., G. E. Stechert 1.00

**Heyer, Georgette [Mrs. G. R. Rougier]**

Merely murder. 303p. D (Crime club) c. Garden City, N. Y., Doubleday 2.00

In solving the murder of Arnold Vereker, Inspector Hannasyde was extremely puzzled by the Vereker heirs who seemed to enjoy being murder suspects.

**Hill, Helen and Maxwell, Violet**

The saints go to Bethlehem; il. by the authors. 58p. il. (pt. col.) Q c. N. Y., Macmillan 2.00

A Christmas pageant of the saints, the little figures which French people make for their Christmas crèches. With songs adapted from old Provençal folk-songs.

**Hilton, James [Glen Trevor, pseud.]**

Without armor [1935 ed. with introd. by Dorothy Thompson and preface by the author]. 309p. D [c. '34] N. Y., Morrow 2.50

**Hodgins, Eric and Magoun, Frederick Alexander**

Sky high; the story of aviation; rev. ed. 435p. il. O (Atlantic Mo. Press pub'n) '35, c. '29, '35 Bost., Little, Brown 2.75

**How to draw** with pen, brush and ink. 64p. Ar

il. O [c. '35] Pelham, N. Y., Bridgeman 1.00

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**Hubbard, Ralph**

The wolf song; il. by Langdon Kihm. 287p. D c. Garden City, N. Y., Doubleday 2.00

A story of the wanderings of a homeless family of Kiowa Indians. For older boys and girls.

**Hudson, Cyril E.**

Preface to a Christian sociology. 136p. D '35 N. Y., Macmillan 2.00

**Huebner, Solomon S.**

Life insurance, a textbook; rev. and enl. in collaboration with G. L. Amrhein and C. A. Kline. 717p. (bibls. and bibl. footnotes) diagr. D [c. '15-'35] N. Y., Appleton-Century 3.50

**Hume, Edgar Erskine**

Colonel Heros von Borcke, a famous Prussian volunteer in the Confederate States army. 24p. (bibl.) O (Southern sketches, no. 2) '35 Charlottesville, Va., Historical Pub. Co. apply

<b>Hume, David, pseud.</b> [John Victor Turner, Nicholas Brady, pseud.]	Fi	Ju
Dangerous Mr. Dell. 283p. D (Tired business man's lib.) c. N. Y., Appleton-Century	2.00	
A mystery thriller, starring the clever firm of Cardby & Son, private detectives.		
<b>Jackson, Mrs. Helen Maria Fiske Hunt</b>	Fi	
Ramona; a story. 424p. il. D (Popular copyrights) [c. '84, '12] N. Y., Grosset	.75	
<b>Jenkins, William Sumner</b>		
Pro-slavery thought in the old South. 392p. (49p. bibl.) O (Univ. of N. C. social study ser.) c. Chapel Hill, Univ. of N. C. Press	2.50	
An analysis of the thought that developed in the old South in justification of slavery.		
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Richard Savage. 599p. O c. N. Y., Viking	2.50	
An historical novel laid in 18th century London.		
<b>Jones, Howard Mumford and Leisy, Ernest E., eds.</b>		
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The skull of the waltzing clown. 247p. D (Dutton clue mystery) [c. '35] N. Y., Dutton	2.00	
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The author is professor of English philology in Stanford University.		
<b>King, Clyde L.</b>		
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<b>Kunhardt, Mrs. Dorothy</b>	Ju	
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bds., 1.25		
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<b>Lancelot, William H. and others</b>		
Measurement of teaching efficiency. 261p. D '35 N. Y., Macmillan	2.25	
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<b>O'Meara, Lieutenant-Colonel E. J.</b>	Bi	
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Phil., Amer. Historical Ass'n, 226 S. 16th St. buck., 7.50		
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Let's sing Mother Goose! with new tunes by Ella G. Sonkin and Sophie Bregman. 32p. il. Q c. '35 N. Y., Harold Flammer, Inc., 10 E. 43rd St. pap., .60		
<b>Murie, Olaus J.</b>		
Alaska-Yukon caribou. 93p. (6p. bibl.) il., maps, diagrs. O (No. Amer. fauna ser., no. 54) '35 Wash., D. C. [Gov't Pr. Off.; Sup't of Doc.] pap., .20		
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Work of scientists [elementary textb'k]. 496p. il. D '35 N. Y., Macmillan	.76	
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Patterson's American educational directory; v. 32, 1935. 1056p. O '35 Chic., Amer. Educational Co.		
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Hughes. Doniphian's Expedition. Cinn. 1847.  
Maine Hist. Magazine. Vol. 7, nos. 4, 5, 6.  
Genealogies: Bartlett. 1876; Gifford. 1896;  
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Parsons. 1898; Parsons. 1867; Warde. 1910; Winslow. Vol. 2. 1888.

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*F. N. Judson. Judiciary and the People.*  
*Edward Robert Dickson. Poems of the Dance: An Anthology.*

**Moss & Kamin, 1423 Sixth Ave., New York**  
*Emma B. Jones. Brewster Genealogy.*

**New York State Library, Albany, N. Y.**  
*Shay, Frank, ed. Treasury of Plays for Men.*  
*Little. 1923.*

**Newman Book Shop, Westminster, Md.**  
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**Powers, Book Dept., Minneapolis, Minn.**  
*Slocum. Around the World.*  
*Thomas Wolfe. Of Time and the River. 1st ed.*

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**Enoch Pratt Free Lib., Baltimore, Md.**  
*Connoisseur. July, 1930; August, 1931.*  
*Burlington Magazine. Vols. 6-47.*

**Presbyterian Bk. Store, Granite Bldg., Pittsburgh**  
*Burton. Porcelain, Its Art and Manufacture.*  
*E. E. Helms. Men Who Made and Marred Hist.*

**Presby'n Committee of Pub'n, Box 1176,**  
*Richmond, Va.*  
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*Hans Wagener. We Young Men.*

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*Dewey. True Science of Living.*

**Provincetown Bookshop, Provincetown, Mass.**  
*Used copies Modern Poetry.*

**Carlton L. Pyettell, 860 W. 181st St., New York**  
*Altemus, J. T. Helena Modjeska. N. Y. 1883.*  
*Bain, R. N. Slavonic Europe.*  
*Baluta, Jos. Practical Handbook of the Polish Language.*

*Beniowski, M. A. Memoirs & Travels of Maurice August Count de Beniowski. Any Eng. ed.*  
*Chodzko, Alex. Fairy Tales of the Slav Peasants and Herdsmen. Eng. or Fr.*  
*Claude, Geo. Liquid Air, Oxygen, Nitrogen. Eng.*  
*Gladstone, Wm. Ewart. Bulgarian Horrors and the Question of the East. Lond. 1876.*  
*Steuart, Arch. F. Papers Relating to the Scots in Poland. 1576-1793.*  
*Straszewicz, Jos. The Life of the Countess Emily Plater. Eng. or Fr.*  
*Van Norman, L. E. Poland the Knight Among the Nations.*

**Rand Book Store, 7 E. 15th St., New York**  
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Lindsay. Gen. Booth Enters Heaven. 1913. 1st.  
London. Cruise of Dazzler. 1902. 1st ed.  
Longfellow. Voices of Night. 1830. 1st ed.  
Lover, Saml. Handy Andy. Lond. 1842. 1st ed.  
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Seldes, G. Lysistrata. Farrar.  
Way, A. S. Plays of Aristophanes. 1-vol. ed. Macmillan.

**Schulte's Book Store, 80 Fourth Ave., New York**  
Boultong. Woman in Italy.  
Bonar, A. On Leviticus.  
After Supper in Refectory. Trans. Leeson. Pref. by Brett.

**John E. Scopes & Co., 23 Steuben, Albany, N. Y.**  
Biog. Ency. Conn. & R. I. 1881.  
Jackson. Acct. of Churches in R. I. 1854.  
Watson. The House of Carr. 1926.  
Hill. Whipple-Hill Families. 1897.  
Peckham Genealogy. 1922.  
Hurlburt. Pierce Genealogy. 1927.

**Scranton's, 334 Main St., E., Rochester, N. Y.**  
Russell. Where the Pavement Ends.  
Saint-Gaudens. Rem. of Augustus Saint-Gaudens. 2 vols. Century. 1913.

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Illustrated London News. Jubilee number.  
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Boy de la Tour. Induction Motor.  
Fetzer. Songs and Ballads of Reini Kugel.  
Benj. M. Reed. Illustrated History of New Mexico. Pub. about 1912.  
O'Sullivan. Twilight People.  
Mumford. Technics and Civilization. 1st ed. only.  
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American Entomological Society Transactions.  
American Naturalist. March, 1919, vol. 53, no. 625.

Ashmead. Insects of Orange. 1880.  
Blatchley. Heteroptera of Eastern N. A.  
Emerton. Common Spiders of U. S.  
Edwards. Butterflies of North America. Parts in original wrappers, as follows: First Series, parts 4, 7, 10, Suppl.; Second Series, parts 3 to 8, inclusive; Third Series, parts 12-18, inclusive.

Howe. Insect Behavior.  
Journal of Economic Entomology.  
McCook. Agricultural Art of Texas.  
Meisel. Biblio. Amer. Natural History. 3 v.  
Nelson. Embryology of Honey Bee.  
Parasitology (Cambridge). All issues.  
Smithsonian Scientific Series. Vol. 5. Insects by Snodgrass.

Say, Thomas. All titles.  
U. S. Bureau Animal Industry Bulletins.  
U. S. Hygienic Laboratory Bulletins.  
U. S. National Museum, Proceedings. Vols. 1, 13, 23.

**Siler's, 1000 Canal St., New Orleans, La.**  
Wright, S. Fowler. The Deluge.

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Nonesuch Press. Any.  
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Gregg. Shorthand Manual. Latest ed. 10 cop.

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 Discoveries. 1892; Pagan and Christian  
 Rome. 1893.  
 Brown. Alpine Flora of the Canadian Rocky  
 Mountains.  
 Noyesism Unveiled. Hubbard. 1849.  
 Bible Communism. Annual Report 1853. John  
 H. Noyes.  
 Male Continence. Noyes. Oneida. 1872.  
 Noyes. Oneida Community. (Everything.)  
 Times Survey Atlas of the World. Selfridge ed.  
 Sold by Selfridge, London.  
 Corelli. Thelma. 1st ed.  
 Jorgensen. Life of St. Francis. 6 copies.

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 H. S. Canby. Harper's Essays. 1927.

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 Proc. Nat. Conf. City Planning. Nos. 1, 4, 11.  
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 Bearer.  
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 David Robt. Holiland.  
 Hymn Books. Old.

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 Chronicles of America. Yale. Vol. 12. Blue  
 cloth. Trade ed.

**S. G. Winch Bookstore, 80 S. 1st, San Jose, Calif.**  
 Schauffler, Coon, Goss and 8 others. The New  
 Bible Teacher. Pub. 1922 by John Hertel  
 Co. Chicago.

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 Gordon. French Medical Dictionary. Late ed.  
 Chardenel. Complete French Course. 1920 ed.  
 Metayard. Wedgwood Handbook.  
 Adela Rogers St. Johns. Any.  
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 Chicago Legal News. Run.  
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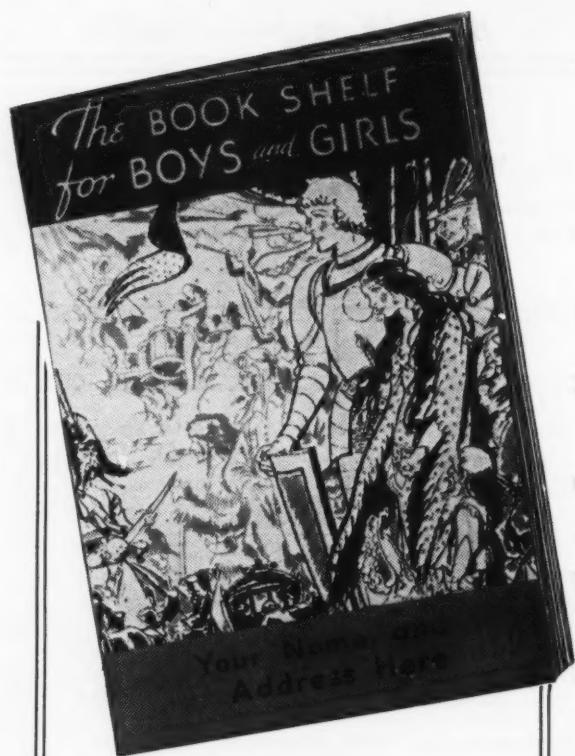
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The advance interest in Mr. Brussel's years of patient research has been great.

The book more than measures up to any expectations. Twenty-six prominent English authors had books published in America in First Editions. 250 volumes of Anglo-American "firsts" are described in great detail with a note as to the conditions of publication. (This total does not include the works of the half-dozen authors whose recent bibliographers have given adequate analysis of their American "firsts": Barrie, Carlyle, Kipling, Meredith and Stevenson. The firsts of these six are here listed but not described in bibliographical detail.) Mr. Brussel has had the help of numerous collectors including Carroll Wilson, Morris Parrish and others and the Library of Congress. Michael Sadleir has supervised the details and production of the book.

To add to the interest of the volume there is a long introduction by Graham Pollard on the publishing and copyright backgrounds which resulted in America's seeing the first printing of so many famous English books. This chapter in nineteenth century publishing history has never been so competently discussed.

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